59

BROADCASTING

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OCTOBER 1, 1937

Broadcast Advertising

Foreign
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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
OCT 2 - 1937
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"...not upon the gold man gathereth,
but by the growth of his fields shall
ye know the success he attaineth."

ANONYMOUS

Four new steps forward were taken recently by WOR, increasing its value to the sponsors it serves and the listeners who turn to this greater New York station from hour to hour:—

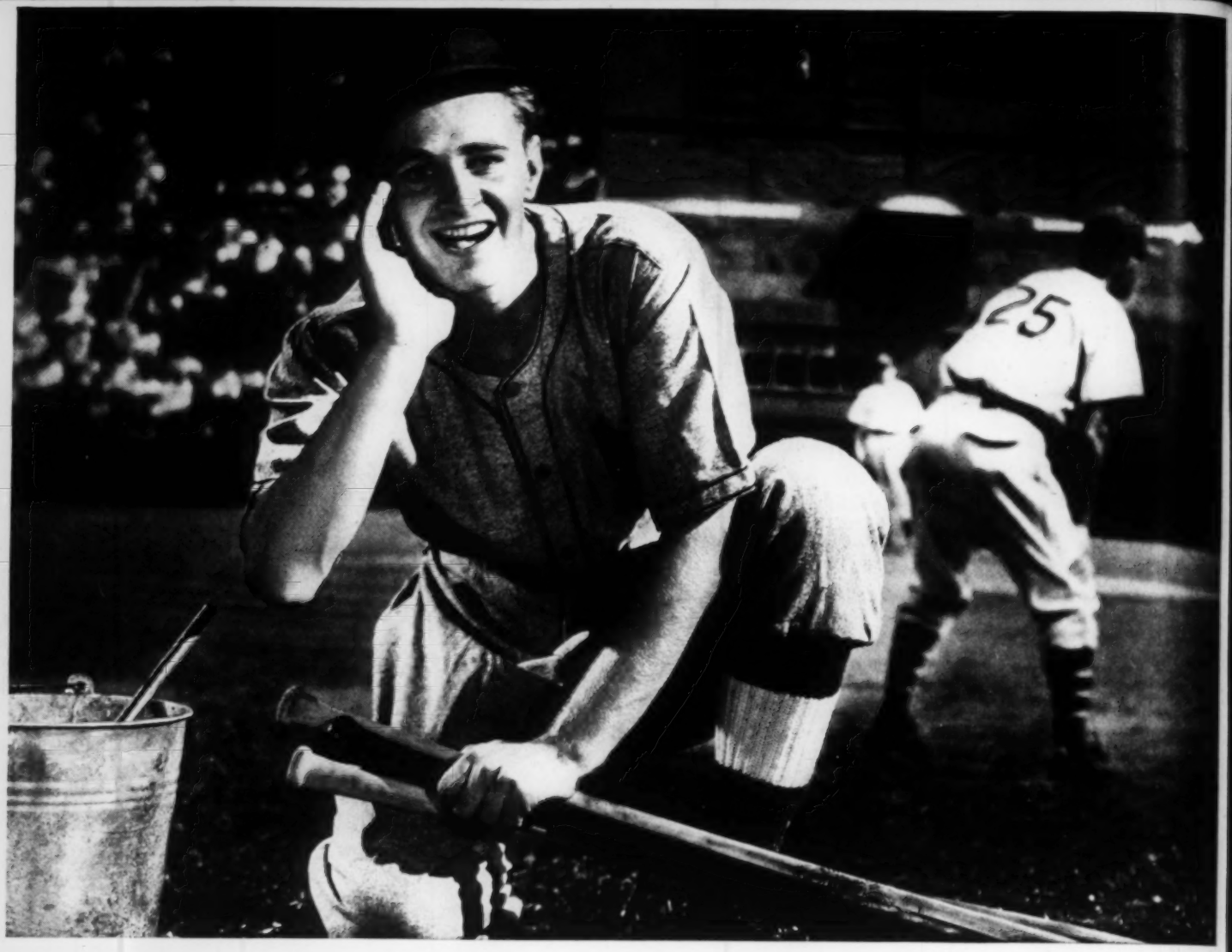
1 WOR is the first independent New York station to offer its sponsors and listeners a modern, acoustically perfect theatre of the air with a seating capacity of 800 atop the New Amsterdam Roof in the heart of New York's theatrical district.

2 WOR's new electrical transcription and recording division serves sponsors and others with the skill of trained technicians and up-to-the-minute recording equipment whose work is rapidly changing the descriptive "radio recording" to "recorded realism."

3 WOR is the first station to install a "booster." Now WOR's sales-effective energy of 50,000 watts is governed and held within the band of perfect modulation assuring even greater fidelity of tone and better reception for WOR's sponsors.

4 WOR adds a new studio, #9 and a master control booth which permits the split-second interchange of WOR and Mutual network announcements. Also allows the announcer to voice the latest Transradio News flash to WOR's listeners the moment it is received.

WOR



"You're Up, Business!"

If Management must learn Labor's needs, it is equally true that Labor must be taught Management's problems. And today—*now*—Business is at bat. Tell your story to your own workers, to the waiting American public. Tell it to your sales organization...customers...stockholders... employees. Tell it openly—honestly—consistently. The most effective and powerful means for presenting your industry's aims is Radio—by all odds. Over NBC Networks. For radio is *the one medium* which is invited into 24,500,000 American homes, every day of the year. Its use reduces the whole question of personnel management to the simple relationship between two men—the employer and the employee. America's packed stands are waiting—watching—listening. Business, *You're Up!*

America, in a million stands, is looking for a hit. We suggest you pick the bat marked "Radio—over NBC Networks"

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 p. m., E. S. T., on the NBC Blue Network

National Broadcasting Company

A RADIO CORPORATION OF AMERICA SERVICE

XUM

Take Your New England Markets in FULL STRIDE

IN the language of the cinder track, it takes reaching power with full spread to clear the hurdles.

In selling New England, every market is a hurdle. Local station coverage and popularity become vitally important in attaining sufficient reaching power and spread for adequate sales effect in each market.

For New England-wide selling, encompassing all markets in all directions with equal effect, The Yankee Network is the logical combination of direct outlets.

Individually each station stands the test—accepted as a powerful sales factor in its area—popular both for local accounts and as a transmitter of Yankee Network programs. Many also carry NBC Red Network features. Their combined strength (14 stations) provides the most far-reaching Network broadcasting in New England—tieing in every market—commanding the peak audience at all hours.

Here is the real reaching power and full spread to take you over the hurdles to sales success in this rich and highly competitive territory.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport / New Haven	WLLH	Lowell
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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XUM

A cello takes the theme . . .

Oboe and clarinet weep rhythmically. Violins answer the tympani's roll . . . cutting across, a baton raps-rps-ps the orchestra to a stop. "*Gentlemen*, please! *Please listen to the cello!*" *Conductor Howard Barlow turns to his control-room engineer. He is creating, for the microphone, an exact shading of cello against orchestra: making the microphone an integral part of the music itself. A moment's conference. The baton taps. Again, the cello takes the theme . . .*

This is final rehearsal, in a CBS studio, for the world-premiere of Aaron Copland's work, "Music for Radio". Its first performance wrote a new chapter in the history of serious music. For it belonged entirely to the radio audience; *coming immediately to the whole of our people.* In the long history of music, this has never happened before. ¶ Already this year, five such premieres have been broadcast by Columbia. Another —a new American opera—will be heard October 17th. Each is a work by a major American composer; each is written expressly for the Columbia Composers' Commission; each finds its *first* audience in the homes of radio's millions. ¶ To encourage America's musical maturity, is the charter purpose of the Columbia Composers' Commission. But it is only one contribution in a full range of service to the world of music. Over forty famous symphony orchestras were put on the air last year, by Columbia. Of these, the New York Philharmonic-Symphony begins its eighth consecutive season of broadcasting, exclusively on CBS, when it resumes in October. Columbia's own symphony orchestra, under the direction of Howard Barlow, is as familiar to the radio audience as the Philharmonic itself. Since 1927 it has given over a thousand radio concerts. And a listing of the chamber music, composers, conductors and soloists heard on CBS through the four seasons of the year would be an international Who's Who of music. ¶ "*All over the country*," writes Leopold Stokowski, "*a generation is arising which is more gifted by nature in music than the past generation.*" ¶ Radio has done this; presenting great music with simplicity and sincerity—bringing it nearer to us than it has ever been before.

The Columbia Broadcasting System

Yes, it's Yearbook Building Time and we're already hard at work . . .

For the fourth successive year, questionnaires seeking pertinent facts about every angle of the broadcasting business are in the mails. Once again we ask you to answer yours promptly in the interest of accuracy and completeness, and to facilitate the prodigious task of compilation.

As a matter of fact, the editors of BROADCASTING for some weeks have been busy laying plans for the fourth annual edition of the industry's original and most complete encyclopedia of radio.

Like all previous editions, the 1938 YEARBOOK will carry no frills, no sops, no superfluous material — just plain, workaday facts that every time buyer, every broadcast executive and everyone else in the industry wants to have at hand in concise and easy-to-find form.

Like its predecessors also, it is a book with a guaranteed circulation (a bonus book sent without extra cost to all our subscribers) — thus insuring complete coverage of the entire time-buying and station field.

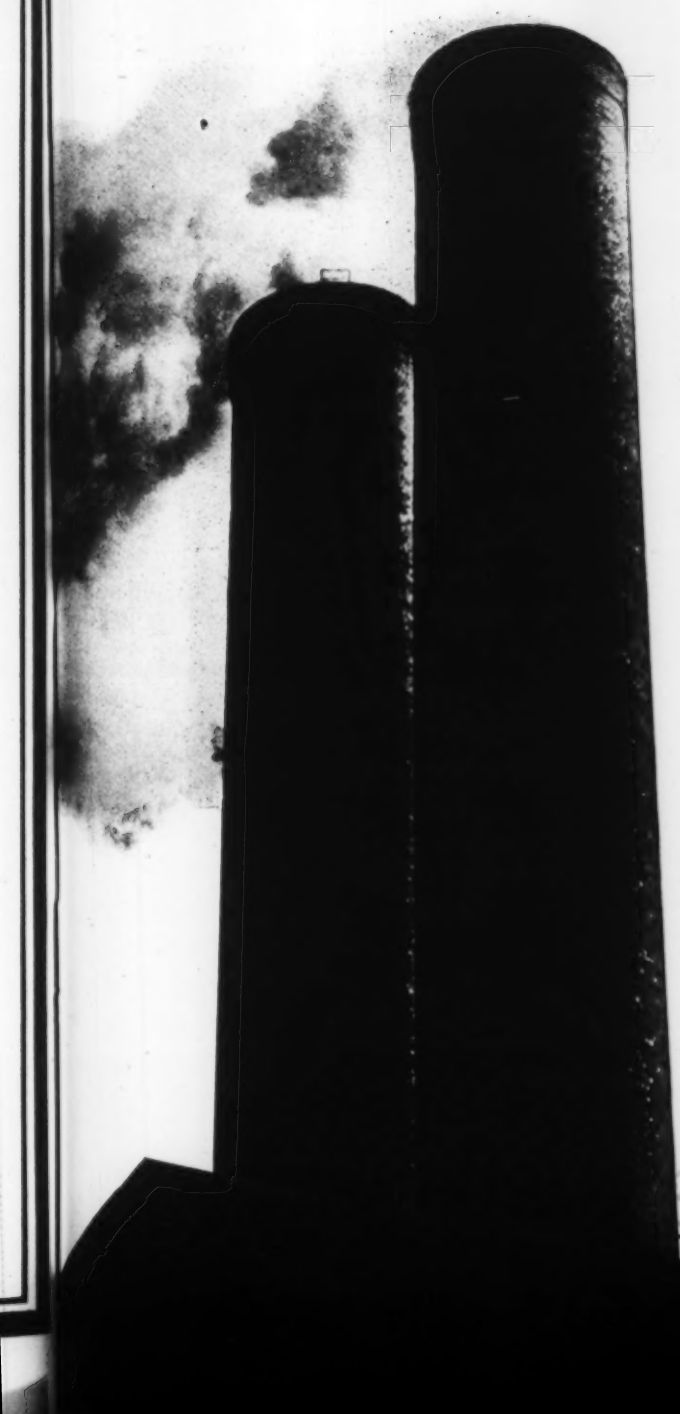
Again may we urge you to answer your questionnaire promptly. It's as important as your listing in the telephone book, but on a nationwide scale. Thanks again for your cooperation.

—The Editors

BROADCASTING
Broadcast Advertising

ALABAMA HIGH SPOT

WAPI, Birmingham, is *now* represented by RADIO SALES



WAPI, soon to become a member of the Columbia Broadcasting System, is *now* exclusively represented by RADIO SALES for the sale of national spot time.

Alabama's only clear channel station, WAPI has 5 times the power of any other Cotton State station—and dominates the entire trading area of the industrial center of the South. The following data best describe Birmingham's complete trading area—served by WAPI:

1,810,410 people • 177,400 radio homes • $414,557,000 annual effective buying income • $173,031,000 annual retail sales • $2,200,000 total weekly payroll

Based on the number of its national spot advertisers and programs WAPI ranks first in popularity in Alabama, third in the East South Central States, and is one of the 50 most popular stations with advertisers in the country.

WAPI is a worthy addition to the RADIO SALES list: WABC, New York; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEI, Boston; WBT, Charlotte; WJSV, Washington; WKRC, Cincinnati; KNX, Los Angeles; Columbia Pacific Network; Columbia California Network; Columbia New England Network.

For data on the Birmingham market and WAPI (or on any of the markets and stations listed above) consult the nearest office of RADIO SALES.

RADIO SALES

A division of the Columbia Broadcasting System:

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

XUM

NICE? It's downright important to know that the right set of ears is listening to the thumping of your innards.

We feel the same way about radio programs. That's why we took the trouble to check up—to make sure we are reaching the right kind of ears—*and plenty of them.*

For instance, Ross Federal's stethoscope revealed that advertisers obtain 149% more coverage in the Hartford market through WTIC than those using the second station. What's more, the WTIC market of Connecticut, western New York, eastern Massachusetts, Vermont and New Hampshire has plenty of money to spend. Government figures show 15% more spendable income than the national average, 23% more retail sales, and 50% more food sales per capita.

All told, WTIC's primary and secondary coverage areas include some 4,000,000 of these rich and easily reached prospects. Smart advertisers are proving to their own profit how economically they can be influenced through southern New England's top station.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market

WTIC

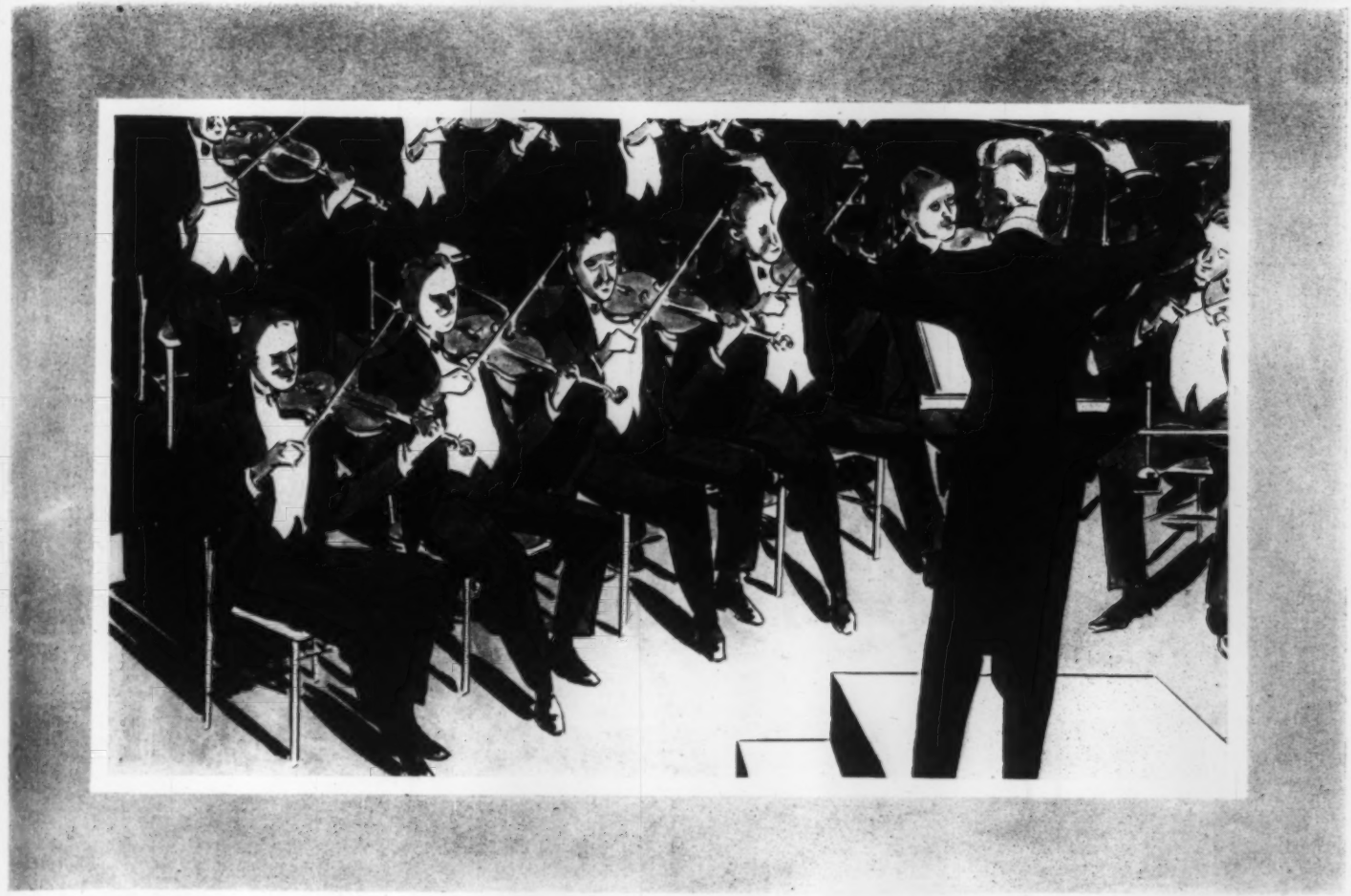
50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO



BALANCED PROGRAMMING REQUIRES

Creative Originality

CAUSES OF CRIME
Mondays—7:15-7:45 P.M.
Dramatizations of actual cases from the files of social agencies and discussion of cases by eminent authorities.

SOUVENIRS
Tuesdays—7:15-7:45 P.M.
A unique string orchestra and song program, recalling the past with story and melody.

KOTTLER CONDUCTS
Wednesdays—7:15-7:45 P.M.
Mischa Kottler and 40 piece orchestra playing modern concert in both symphonic swing and classical idiom.

HOUSE PARTY
Thursdays—7:15-7:45 P.M.
Campus Rhythm and fun in a weekly collegiate frolic including Paul Leach and his collegians. A fast moving "musicomedy" in the spirit of Youth.

RADIO EXTRA
Fridays—7:15-7:45 P.M.
Human interest features, news broadcasts direct from "point of event." A new show as full of variety as a daily newspaper.

VOICES
Sundays—4:00-4:30 P.M.
From voices heard on the street, from voices here, there and everywhere this drama singles out one particular group for the threads of its plot.

To achieve balance in radio programming means that a radio station must not only be willing to forego revenue from valuable time, but it must, in addition, make heavy inroads on its budget for creative ability to produce meritorious sustaining programs. WWJ in producing six such programs has pioneered in a type of showmanship which it hopes will not only bring more listeners to all programs but will also point the way to other radio stations which have a similar interest in serving the radio audience.

In the meantime, WWJ invites sponsors to consider the programs which it has carefully built. These will perhaps offer some sponsor a new vehicle for reaching into the homes of America's fourth city—a market humming with industry which WWJ, more than any other radio station, favorably influences. *(By actual survey WWJ is preferred by 39% of the homes in Detroit.)* You should be in Detroit with a fine program on a fine station. The programs listed here offer you a unique opportunity.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

"Crawl first — then walk!"

ALONG with our conviction that the world is round and that night follows day, we also hold that the *right beginning* in radio advertising is the *small beginning*. And that's our belief as specialists who have helped place several million dollars' worth of radio time for *all* kinds of business. Today much of the best and most stable business we handle is that of agencies and advertisers who started off as well-advised, one- or two-station experimenters —who sooner or later (and sometimes by our help) hit on a real radio formula— who then went on to three, five, ten or twenty stations, and to national success. . . . That's the Free & Peters plan — and it works. May we talk it over *with you?*

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK—WCLE	Cleveland
WHKC	Columbus
WOWO—WGL	Fort Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO 180 N. Michigan Franklin 6373	NEW YORK 110 East 42nd St. Lexington 2-8660	DETROIT New Center Bldg. Trinity 2-8444
ATLANTA 516 Bona Allen Bldg. Jackson 1678	SAN FRANCISCO One Eleven Sutter Sutter 4353	LOS ANGELES C. of C. Bldg. Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 7 WASHINGTON, D. C., OCTOBER 1, 1937 $3.00 A YEAR — 15c A COPY

Convention to Test Unity of the Industry

By SOL TAISHOFF

Future of NAB Involved in Special Session to Consider Musicians' Demands; Change in Dues Is Proposed

THE ABILITY of the broadcasting industry to hold together as an organized trade entity presenting a united front will be tested at the first special convention to be called by the NAB which begins at the Waldorf-Astoria in New York Oct. 12.

While the immediate issue is that of coping with the demands of union musicians for widespread reemployment by stations, there is nevertheless interwoven in the New York sessions the question of the NAB's future. That there will be efforts toward a reorganization of the NAB is a foregone conclusion, but whether various groups within the industry will concur in the plans to be advanced constitutes the problem.

Never before in the 15 years during which the NAB has functioned has a special convention been called. The decision of the NAB board of directors that such a meeting be scheduled evolved after it had proclaimed that a state of emergency exists in radio because of inordinate demands of the American Federation of Musicians that stations be required to guarantee the employment of some 3,000 additional musicians or face the consequences of a union walkout.

While independent network-affiliated stations have made headway in their negotiations with AFM and the immediate danger of a strike has been averted, the situation nevertheless is viewed as critical on an industry-wide basis. (See account of status of negotiations on this page.)

Not Much Excitement

Invitations to attend the extraordinary sessions have been extended by President John Elmer to all of the 400 NAB member stations, along with the some 300 non-member stations. Thus far, there have been no indications as to attendance. Reactions, by and large, seem to have been rather apathetic, and it is felt that the delegate attendance of stations may not reach 300. Average delegate attendance during the last two NAB regular conventions has been about 275, with gross attendance more than double that number.

Formal agenda for the sessions probably will not be available until the NAB board holds a pre-convention meeting, now tentatively scheduled for Oct. 10. In the notice to stations sent out by the NAB Sept. 16, four items were listed:

1. The union musicians' situation.

2. An amendment to the by-laws whereby dues would be increased 50%, through payment by member stations of their highest quarter-hour rates bi-monthly instead of quarterly. (This would increase the NAB's income from approximately $80,000 to $120,000 per year.)

3. A resolution adopted by the board to departmentalize the NAB so that groups having divergent interests, such as network-affiliated stations, clear channel stations, regionals and locals, might have separate organizations which would become departmentals of the trade association.

4. A report from the board on negotiations for the retention of counsel to represent the membership in matters of national importance.

Until the board holds its pre-convention session, the precise status of plans to be advanced to bolster the trade association, through retention of counsel and through departmentalization, will not be known. It is expected, also that several groups, including the recently organized Independent Radio Network Affiliates, will advance proposals for reorganization.

There will flare up at the meeting, it is expected, conversation about retention of an outstanding figure in public life to become the executive director of the industry. Many names have been mentioned, but little of a tangible nature has been done on this score.

Two schools of thought have developed in connection with the personnel structure of the NAB. One substantial group favors the hiring of a "Judge Landis" or a "Will Hays" for the industry, with a six-figure salary to be paid through sharing of the cost by member stations and by the networks. A second, and possibly a more formidable group at this time, endorses a revision of the top personnel structure of the trade association through acquisition of a legislative counsel to work with the managing director, plus other specialized personnel. The last NAB convention in June authorized hiring of a public relations director.

While there has been sharp criticism in the past and even currently of the executive direction of the NAB by Managing Director James W. Baldwin, there does not seem to be any concerted movement to dislodge him. The issue appears to be the development of some means of materially strengthening the direction so it will be

AFM-IRNA Group Approach Contract Understanding . . .

By BRUCE ROBERTSON

WHEN the membership of the NAB and other broadcasters meet at the Waldorf-Astoria in New York Oct. 12 to work out an industry answer to the demands of the American Federation of Musicians for increased employment of its members by broadcasters, they will find a formula already drawn up for consideration. This formula is the trade agreement worked out by the AFM international board and the negotiating committee of the Independent Radio Network Affiliates, organization of stations affiliated with the three nationwide networks created in August to avert a general strike of all musicians employed in radio and to solve with the AFM those problems applying particularly to network stations [BROADCASTING, Sept. 1, 15]. Major clause in the tentative trade contract of network affiliates is an agreement by these stations to double their combined expenditures for union musicians, increasing the present $1,500,000 to a minimum of $3,000,000 annually, which was approved by IRNA members in New York before the adjournment of their second convention on Sept. 12 [BROADCASTING, Sept. 15]. Since that date the IRNA negotiating committee and its subcommittee on trade agreement have been in almost constant conference with the AFM executive board, with the result that this agreement is now in its final stages and should be ready for submission to IRNA members in advance of the NAB session.

Agreement Reached

At a two-day meeting Sept. 15-16 of the AFM board and IRNA's nine-man negotiating committee headed by William S. Hedges, WLW, the standard provisions of an industry trade agreement were agreed on in substance, and the task of working out the details was turned over to a subcommittee on trade agreement: Samuel Rosenbaum, WFIL, chairman; Emile Gough, Hearst Radio Inc., and John Shepard 3d, Yankee Network. On Sept. 21 this subcommittee met again with the full AFM board in a session that lasted until well past midnight and broke up only when every point had been thrashed out to the satisfaction of both groups.

Both committees then retired to draw up individual trade agreements on the basis of their understandings of the verbal agreement. Mr. Rosenbaum, who is an attorney as well as a broadcaster, agreed to mail his version of this document to AFM President Joseph N. Weber as soon as it is completed, for comparison with the AFM wording. When the verbal differences have been ironed out, the agreement will then be submitted to the AFM board and the IRNA negotiating committee for approval, and when that is obtained copies will be sent to every network affiliate. If the final agreement is acceptable to these stations it will be used as a standard clause in all contracts between individual stations and their local unions regarding the employment of musicians. Since each local union holds the authority for regulating conditions of employment and wage scales, the ultimate contracts must be drawn locally.

Before adjourning Sept. 17 the IRNA negotiating committee sent a letter to all network stations outlining its progress and calling attention to the fact that "owing to the failure of the industry to respond to the NAB questionnaire sent out the end of August," it had been compelled to rely on figures furnished by local AFM unions. According to these, the letter continues, "the network affiliates as a group, including the network-owned and managed stations but excluding the originating key stations, employed about 775 staff musicians at a total salary of approximately $1,500,000 during the preceding 12 months. There were staff musicians employed in 109

(*Continued on page 68*)

capable of coping with industry-wide problems, such as that occasioned by the AFM demands.

Many broadcasters, too, are sensing possible future conditions, and it is now an open secret that those who promoted the IRNA project, while precipitated by the immediate musicians' issue, actually are more concerned about the general legislative and regulatory outlook. A possible Congressional investigation, talk of separating newspapers from station ownership, the general pro-labor trend and various other problems that seem to confront the industry were in large measure responsible.

Apropos the "czar" talk, there is considerable misgiving about the ability of the industry to pay the freight, even if a man of the necessary stature and qualifications were found. In some quarters the thought was advanced that the networks, as the largest entities in the industry, would have to underwrite the major portion of the expense. With the industry in its present frame of mind, suspicions unquestionably would develop that impartial actions could not be expected from such a man.

The more conservative broadcasters have advanced the view that haste should be made slowly. Strengthening of the NAB political front, to offset lobbies opposed to radio, they feel, might in large measure accomplish the result. They advance the view also that the industry has been too panicky over the musicians situation to think clearly about means of bolstering the NAB at this time.

State Committeemen

One step toward bolstering the NAB's legislative operations was taken by President Elmer as September closed with the appointment of his State Committee of 48 and his Regional Committee of 12. Practically completed insofar as personnel is concerned, Mr. Elmer had in mind calling these committees together with the board prior to the special convention convening to outline their scope of activity as he viewed it.

The larger committee would comprise one broadcaster from each state, who would be charged with the legislative activity for that state. Each member of the Regional Committee would represent four contiguous states, with these 12 men serving as a sort of strategy committee under the NAB president.

As BROADCASTING went to press, 35 of the state committee members had been appointed by President Elmer with word awaited from the other 13. Eight of the 12 members of the regional committee likewise had been named and Mr. Elmer confidently expected that the entire rosters of both committees would be considered prior to the special convention.

Members of the state committee already designated are as follows: Arkansas, John A. England, KFPW; California, Harrison Holliway, KFI; Colorado, Eugene P. O'Fallon, KFEL; Connecticut, Franklin M. Doolittle, WDRC; District of Columbia, William B. Dolph, WOL; Florida, F. W. Borton, WQAM; Georgia, Maurice C. Coleman, WATL; Idaho, C. G. Phillips, KIDO; Illinois, Glenn Snyder, WLS; Indiana, Clarence Leich, WGBF; Iowa, Luther L. Hill, KRNT; Kansas, Don Searle, WIBW; Louisana, John C. McCormack, KWKH; Maine, Thompson L. Guernsey, WLBZ; Maryland, Edwin M. Spence, WBAL; Michigan, John E. Fetzer, WKZO; Minnesota, W. C. Bridges, WEBC; Missouri, Lester E. Cox, KGBX; Montana, E. B. Craney, KGIR; Nebraska, John J. Gillin, Jr., WOW; New Jersey, Alfred J. McCosker, WOR; New York, Harold E. Smith, WOKO; North Carolina, Richard H. Mason, WPTF; North Dakota, Philip J. Meyer, KFYR; Oklahoma, William C. Gillespie, KTUL; Pennsylvania, Clair McCollough, WGAL; Rhode Island, John J. Boyle, WJAR; South Carolina, G. Richard Shafto, WIS; South Dakota, Joseph Henkin, KSOO; Tennessee, Edwin W. Craig, WSM; Texas, O. L. Taylor, KGNC; Utah, Earl J. Glade, KSL; Virginia, C. T. Lucy, WRVA; Washington, Louis Wasmer, KHQ; West Virginia, O. J. Kelchner, WMMN; Wyoming, R. E. Carroll, KWYO.

District chairmen already named are: Pennsylvania, Ohio, Maryland and Delaware, Clair McCollough, WGAL; Virginia, West Virginia, Kentucky and Tennessee, Edwin W. Craig, WSM; North Carolina, South Carolina, Georgia and Florida, F. W. Borton, WQAM; Wisconsin, Michigan, Indiana and Illinois, Glenn Snyder, WLS; North Dakota, South Dakota, Minnesota and Wyoming, W. C. Bridges, WEBC; Nebraska, Iowa, Missouri and Kansas, Lester Cox, KGBX; Colorado, New Mexico, Oklahoma and Texas, Eugene P. O'Fallon, KFEL; California, Nevada, Utah and Arizona, Earl J. Glade, KSL.

Presumably, the NAB board will meet not only with the State Committee but also with the IRNA negotiating committee preparatory to the special meeting. By sounding out the views of these two groups it would be in far better position to devise the agenda for the sessions.

Revamping Not Possible

Whether IRNA will call a meeting of network-affiliated stations prior to the Oct. 12 general NAB meeting remains to be determined. Should its negotiating committee succeed in procuring an agreement from AFM on the form of contract for two years, and should it work out a formula covering payment, it is expected that it will take advantage of the presence of its group in New York for the NAB sessions by seeking ratification of those actions.

One thing has been ascertained in connection with the NAB session. Radical reorganization of the trade association to alter its present operating structure is not possible at the meeting. The NAB constitution and by-laws specify that such action can be taken only at a "regular" annual meeting. That would mean that plans for departmentalization, under which the trade association would function in a basically different way, could only be discussed and would have to await formal action at the forthcoming regular convention, the date for which has not yet been set. It is expected that convention will be scheduled for next June.

There is nothing, however, to preclude hiring of additional personnel, such as legal, legislative, labor or public relations counsel, since the constitution permits that under its present terms. But no new executive office other than that of managing director can be established without action at a regular annual convention.

A welter of proposals on reorganization is expected. In past months there has been talk of making the NAB the mainspring of several divergent industrial groups. At the allocation hearings held before the FCC just a year ago, where the interests were so diverse that the NAB could not appear, the clear channel, regional and local stations set up their own groups to advance their particular viewpoints. All three of these organizations, on paper, are still existent. The most active is the clear channel group, headed by Edwin W. Craig, of WSM, Nashville.

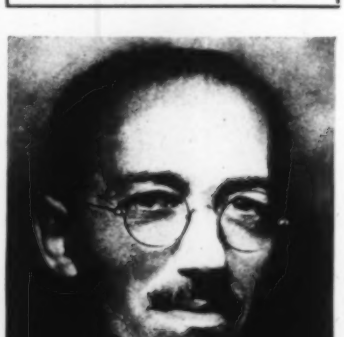
Then, the IRNA group has developed and it has objectives outside the AFM situation. Newspaper-owned stations several times have banded together on particular issues, notably copyright. And if the network-affiliates organize, the non-network independents indicate they will want their own trade group.

National Independent Broadcasters, representing for the most part a group of local independent stations, still is existent, also on paper, but at best is loosely knit except for NAB convention elections. Its president is Edward A. Allen, WLVA, Lynchburg, who tendered his resignation from the NAB board last month during the musicians' negotiations because he was out of sympathy with the manner in which IRNA had conducted itself. In spite of entreaties from board associates he thus far has refused to withdraw his resignation, and doubt exists as to whether he will ask his group as such to attend the special convention.

Other suggestions include one that the NAB change its apportionment of votes and membership on the board in relation to amount of dues paid. Thus a station paying $500 bi-monthly by virtue of a highest quarter-hour rate of that figure, should have the privilege

(*Continued on page 75*)

WIELDS NAB GAVEL



NAB PRESIDENT ELMER

Back to Standard

MAJOR networks operating on daylight time during the late spring and summer months returned to standard time at 2 a. m. Sunday, Sept. 26. The shift was marked by the customary confusion caused by juggling of programs. Individual stations in daylight saving time cities were similarly affected.

Joint Committee Plans Farm Study

Nationwide Personal Survey Soon to Be Undertaken

PLANS for the first nationwide rural radio survey undertaken by the industry were approved in principle Sept. 28 by the technical subcommittee of the Joint Committee on Radio Research at a special meeting in New York.

While no final action was reached, the committee approved a questionnaire. It also decided to conduct the survey on a personal interview sample basis throughout the country the last two weeks in October or not later than the last week in October and the first week in November.

The major networks — NBC and CBS—will finance the undertaking which, however, will be under the auspices of the Joint Committee and will be a project of that organization, which represents equally the Association of National Advertisers, American Association of Advertising Agencies, and NAB. It is expected $15,000 will be expended for field work, aside from tabulating and analyzing results.

Sets and Listening Habits

Two factors will be involved—number and distribution of sets, and listening habits. There will be other questions, however, for correlation purposes, including automobiles, telephones, electrification of farm homes, etc. The survey will be strictly rural, being confined to farm homes and towns of under 2,500 population, involving half the population of the country and possibly 80% of the geographical area.

Six research organizations have entered bids. Selection of the organization to undertake it will probably develop during the next few days, after several subcommittees dispose of particular phases of the preparatory work.

Bids include those of Hooper-Holmes Inc., Daniel Starch, Market Research Corporation of America, Crossley Inc., Facts Inc., and Ross Federal. Psychological Corp. had entered a bid but subsequently withdrew. In addition to set ownership and listener habits, the age and sex of rural listeners, number of people in the farm home and related data will be sought. A cross section will be procured for every state.

Attending the Sept. 28 meeting of the technical subcommittee were L. D. H. Weld, chairman, McCann-Erickson Inc.; D. E. Robertson, Federal Adv. Agency; James W. Baldwin, NAB; Arthur W. Lehman, ANA; Hugh M. Beville Jr., NBC; John W. Karol, CBS, and Paul F. Peter, secretary of the Joint Committee.

Newspapers Buy KIEM

CONTROL of KIEM, Eureka, Cal., 500 watts on 1450 kc., has been sold by Harold H. Hanseth to William B. Smullin, now owning 22% of the stock, the Times Publishing Co. and the Standard Printing Co., and application for a transfer of ownership was filed with the FCC Sept. 28. Mr. Smullin is manager of the station. The Times Printing Co. publishes the *Humboldt Times* and the Standard Printing Co. publishes the *Humboldt Standard*, both local dailies.

Banks Plan Nationwide Series Promoting Deposit Box Rental

Some 500 Banks May Join Cooperative Campaigns; FAA Hears of Benefits From Radio Programs

PLANS for a nationwide cooperative radio campaign to promote the rental of safety deposit boxes are nearing fruition, the radio departmental of the Financial Advertisers Association, which met in Syracuse Sept. 13-16, was told by James McBain, of the Chase Safety Deposit Box Co., New York.

To start initially in the Northeast area with some 1500 banks from Maine to Maryland participating in the cost, the campaign is designed for expansion on a national scale, provided the test operation in this region proves successful. Mr. McBain outlined the merchandising plan to about 50 advertising executives of banks who attended the radio departmental. Altogether, about 400 bank advertising and promotion executives attended the sessions.

Radio an Aid to Business

William Haas, of the Manufacturers Trust Co. of New York, also discussed the safety deposit box campaign which has been presented to a number of banking groups by McCann-Erickson Inc., New York agency which will handle the campaign if and when it goes through. Program, tentatively titled *You May Be Next*, is a half-hour show consisting of music, a dramatic sketch illustrating what can happen to valuables that are kept at home in desk or dresser drawers where they are easily found by sneak thieves, and a guest speaker who will be an authority on some phase of the crime problem [BROADCASTING, April 1.]

Plan is to broadcast the program with live talent on an outstanding New York station, probably WEAF, and to record it from the studio for broadcasting several days later on 18 other stations covering an area extending from Maine as far south as Baltimore and as far west as Pittsburgh.

J. L. Deane, of McCann-Erickson, who has been working on the program told BROADCASTING that while the cost of such a campaign would be prohibitive for any single bank or small group, a committee headed by Mr. Haas is attempting to secure the cooperation of some 1500 banks in this area. With such a number of participants, the cost to each would be only $4.50 weekly, including both time and talent, a figure that the yearly rental from a single deposit box would repay.

In a round-table discussion on radio presided over by Joseph F. Cornelius, of the First National Bank of Spokane, use of radio by banks was discussed both from the national and local standpoints. Mr. Cornelius is chairman of the radio committee of FAA. Locally, the bank executives agreed that radio has performed a meritorious service in educating the public along proper lines. Increases in bank accounts have been definitely traceable to the radio campaign, it was reported.

A consensus of those attending the radio departmental was that local studio programs rather than transcriptions are best adapted for local bank advertising needs. Every speaker save one declared his bank planned to continue its local radio campaign. Moreover, a good deal of interest was shown by non-users of radio, with several stating they planned to go on the air as soon as they found suitable program material.

There was considerable discussion also of national cooperative campaigns for banks but no conclusion was reached. This discussion centered on the type of program best adapted to such efforts and the nature of the commercials to be employed. The efficacy of past efforts was discussed with ideas advanced as to what should be done in future projects.

William Neal of the Wachobia Bank & Trust Co., Winston-Salem, N. C., was elected president of FAA for the ensuing year, succeeding Tom Kiphart, of the Fifth Third Union Trust Co., Cincinnati. Preston Reed, of Chicago, was reelected executive vice-president.

Principal speaker at the 22d annual convention was Arthur H. Brayton, personnel manager of Marshall Field & Co., Chicago. Pointing out that the public's buying power is 14% higher than it was in 1929, he said that there is the opportunity presented to banks to step up deposits, sales and advertising results and still keep publicity and public relations honest, straightforward and productive.

Fort Worth was selected as the 1938 convention city. No date was set, however.

Steel Sponsor

SPONSORED by Wheeling Steel Co., Wheeling, W. Va., a Sunday afternoon program from the stage of a local theater is being carried by WWVA, Wheeling, and piped to WPAY, Portsmouth, O., as an institutional feature. A 22-piece orchestra and variety instrumentalists are featured under the direction of Walter Patterson. Show is titled *It's Wheeling Steel* and is placed direct.

Union Status of Network Engineers At Issue in CBS Labor Board Hearing

DO THE technicians employed at a network key station have the right to choose their own representative for collective bargaining, or does the right to make that choice belong to a larger group comprising all technical employes of all stations owned and operated by the network?

To answer this question, as specifically applied to WABC, New York, and to the Columbia network, was the purpose of a hearing before H. R. Korey, trial examiner of the National Labor Relations Board, held in New York on Sept. 28-29.

The hearing was based on a petition of the American Radio Telegraphists' Association, CIO union, for recognition as the proper representative of the approximately 80 technical employes at WABC, about 60 of whom ARTA claims as members. Opposing ARTA's claim was the Association of Broadcast Technicians (formerly Association of Columbia Broadcast Technicians), which claims the right to bargain for all 206 engineers employed at eight CBS owned and operated stations by virtue of its 132 members within this group. (Excluded from ABT's claims are the 13 engineers at KMOX, St. Louis, in which city all technical employes of all radio stations are members of IBEW, AFL electrical union.)

Local Management

ARTA's position is that since each station is located in a different city, with different costs of living, and since hiring and firing and promoting is done by local managements, and since various stations have made local agreements with AFL local unions and with AGRAP and, in St. Louis, with IBEW without disrupting the network's efficiency, the technicians of each station should have a right to select their own representative.

The ABT argument is that all technicians at all CBS-owned and operated stations require essentially the same training and skill; that general conditions of employment at all these stations are essentially the same, except for hours and wages; that all accounting and financial dealings for all stations are handled by the network headquarters in New York, from which all pay checks are sent to employes; that all questions of policy are determined in New York; that any technician from any CBS station can easily be transferred to any other CBS station; that peculiar union affiliation of KMOX technicians has caused frequent difficulties in cases where engineers from other stations have been sent to St. Louis to handle remote pickups from there; and that the only satisfactory arrangement is for all technicians at all CBS-owned stations to belong to the same union.

The company attitude is that while the contest is primarily one between two unions, a single national organization of broadcast technicians would best promote the mutual interests of its members and unify their dealings with the company. All testimony tending to prove the superiority of one union or the other was kept out of the proceedings by Examiner Korey, who struck out of the record accusations that WABC engineers joined ARTA only as a means of getting a better agreement from the company and the counter accusations that ACBT is a company union, controlled and supported financially by CBS. He repeatedly reminded the opposing attorneys that such arguments, if allowed, would only serve to start a series of testimony that could go on for weeks without accomplishing the purpose of the hearing, to determine whether the CBS engineers should be represented on a national or local basis.

ARTA was represented by Sid-

(*Continued on page 72*)

Jennings Is Appointed WLW Program Manager

Mr. Jennings

THE APPOINTMENT of Robert G. Jennings, assistant manager of WSAI, Cincinnati, program manager of WLW, Cincinnati, was announced Sept. 29 by William S. Hedges, vice president and general manager of the two Crosley stations. He succeeds Bob Kennett, program manager for the last two years, who has resigned. Mr. Jennings since early this year has been in charge of programs and sales at WSAI, which at that time was established with its own staff, whereas prior to that time the two Crosley stations had been operated with the same executive and production staffs. Mr. Jennings has been associated with the stations several years.

Recorded Series Started By Lewis Medicine Co.

A. H. LEWIS MEDICINE Co., St. Louis (Tums), started one-minute announcements on 28 stations Sept. 20, using quarter-hour RCA transcriptions of its NBC-Red network show *Vocal Varieties* one and two evenings weekly on 24 stations.

Following stations are broadcasting *Vocal Varieties* discs twice weekly: KFI KPRC KSFO WAPI WBZ-WBZA WCAU WENR WFAA WJR WOAI KMBC. These stations are broadcasting once weekly: KDKA KOA KRLD KVOO WFLA WHAS WKY WMC WOR WRVA WSB WSMB WSM. These are broadcasting one-minute WBS discs: KDKA KFH KFI KSFO KSTP KTRH KVOO KWK KYW WADC WCAU WEBC WENR WFBL WGR WHAS WHB WHK WHN WINS WJR WMAQ WMBD WMC WMCA WSB WSM WWL. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Oyster Shell Products

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y. (chicken feed), the first week in October starts 100-word announcements on 38 stations, to be carried for 52 weeks on schedules varying from once to six times weekly. Agency is Husband & Thomas Inc., New York. Stations are:

WBZ-WBZA, WESG, WJTM, WHKC, WHIO, WADC, WOWO, WFBM, WHAS, WDC, WTAD, WMBG, WTAQ, WKBH, WCLO, KFBS, KWTO, KFEQ, WELL, KFYS, WEAY, WNAX, WCCO, WHO, KMA, WMT, KTLO, KMMJ, WJAG, KFAB, KOIL, KOA, WIBW, KVOO, KSL.

D. P. Howard Spots

D. P. HOWARD MFG. & Hardware Co., New York, started Sept. 27 the use of thrice weekly one-minute spot announcements on WMCA, New York, and WGST, Atlanta, for Rolfast roller skates and bicycles. The announcements are broadcast three times a week. WLS, Chicago, and KHJ, Los Angeles, will be added later. Agency is H. M. Kiesewetter Adv., New York.

City Using Spots

CIVIC CAMPAIGN of Jersey City, N. J., to present the advantages of that city for residence and industrial purposes, will begin in and near New York in a few weeks. Local radio will be used to publicize, among other facts, the absence of a state income tax in New Jersey. Campaign is being handled by a committee of prominent business men.

Sponsors Complete Schedules For Autumn Grid Broadcasts

Atlantic Refining Adds to Original Football Program; Tidewater Associated Oil Again Active on Coast

OPENING of the autumn football season found sponsors completing schedules for grid broadcasts and programs giving scores, predictions, dope or roundups. Leading the grid ranks again are Atlantic Refining Co., Tidewater Associated Oil Co., Kellogg and Socony-Vacuum, with numerous regional and local sponsors taking an active interest in the sport.

Tidewater Associated is spending some $250,000 for football rights alone and is continuing its policy of using only a few brief commercials and not injecting commercials into the continuity during actual play.

New Atlantic Programs

To its broadcasting schedule of intercollegiate football games, embracing the complete or complete home schedules of 21 teams for a total of 163 games announced by 44 announcers and using, in all, 65 stations (BROADCASTING, Sept. 1), Atlantic has added a series of football forecasts and gossip programs, to be broadcast for a quarter-hour weekly on 26 stations, including two networks and seven individual stations.

Made up of predictions of outstanding week-end games on calculations contained in the weekly Atlantic Football Sheets, plus advance dope on the local teams and players, these forecast programs, which began Sept. 23, are broadcast on Thursday evenings by the following sports authorities on the following stations: Lee Kirby, WBT, Charlotte; Ted Reams, WRVA, Richmond; Don Riley, WBAL, Baltimore; Claude Haring, WCAE, Pittsburgh; Frank Silva, WHAM, Rochester; Dan Dwyer, WSYR, Syracuse and Tom McMahon of WNBF, Birmingham.

On Friday evenings Jack Barry handles the Atlantic broadcast on the Quaker State Network of 14 stations: WFIL, Philadelphia; WWSW, Pittsburgh; WJAC, Johnstown; WORK, York; WRAK, Williamsport; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WGAL, Lancaster; WHP, Harrisburg; WKOK, Sunbury. This, incidentally, is the first commercial program of this regional network since the political campaign a year ago, when the network was formed. Also on Friday evenings are the broadcasts of Jack Ingersoll on a CBS New England network of five stations; WEEI, Boston; WDRC, Hartford; WPRO, Providence; WMAS, Springfield; WORC, Worcester.

Backing up the radio campaign, which blankets the country's East Coast, Atlantic's distribution area, is an extensive merchandising campaign including the Football Forecast Sheets for display by all dealers to whom a new Sheet is sent each Wednesday; window stickers listing local games for three weeks and calling attention to the play-by-play broadcasts; an Atlantic Football Book, listing the schedules of the most important college teams throughout the country, a complete list of all Atlantic broadcasts and stations, and a full explanation of the football terms to be used by Atlantic announcers; a newspaper advertising schedule devoted to the broadcasts and 24-sheet posters for the same purpose; and a series of 8 contests with grand prizes of an automobile each week, entry blanks obtainable only from Atlantic dealers, who will also be given teaser contest promotion materials.

Joseph R. Rollins, Atlantic advertising manager, who personally supervised the tests by which the announcers were selected from a list of more than 300 applicants (BROADCASTING, Aug. 15), and the training school at which they were taught the uniform terminology required, announced the announcers and the teams they will cover throughout the season.

The teams and announcers are: Florida—George Walsh, Dan Daniels; South Carolina, Furman, Citadel, Clemson—Frank Blair, Charles Batson, Dode Phillips; Georgia—Marcus Bartlett, John Tillman; Duke—Lee Kirby, Ken Gerard; Richmond—Meb Davis; Virginia—Peco Gleason, Joseph Handlan; Maryland—Jake Slagle; John Wilbourn; Temple—Jack Barry, Sandy Guyer, Bill Hewitt; Cornell—Tom McMahon, Al Triggs; Holy Cross—Jack Ingersoll, Jay Wesley; Albright—Bailey Goss; Franklin & Marshall—Ed Gundaker; Lafayette—Dick West, John Smith; Delaware—Herman Reitzes, Gorman Walsh; Carnegie Tech, Duquesne—Claude Haring, Bill Sutherland; Pittsburgh—Jimmie Murray, Norman Twigger; Ohio State—Gil Gibbons, Fred Joyner; Syracuse—Dan Dwyer, Fred Ripley; Boston College—Jack Fraser, Joe Fay.

Big West Coast Campaign

Mr. Deal

Tidewater Associated Oil Co. will spend $[illegible]000 for football broadcasts this year in the western states and Honolulu in the greatest concentration in radio advertising in the history of the company, Harold Deal, advertising manager, told BROADCASTING Sept. 27. This expenditure will represent an increase of from 8 to 10% over the amount spent for grid games last year.

More than 100 western stations will transmit the descriptions of 90 football games during the season under the oil company banner. The number of stations signed by Tidewater-Associated represents a 20% increase over last year, Mr. Deal stated. The oil company has signed contracts for the sponsorship of games over the majority of the stations in the West, assuring it a coverage in the remotest spots.

Five networks will be employed by the corporation. They are NBC Red and Blue, CBS, Mutual-Don Lee and California Radio System. The broadcasts will extend into Montana, Idaho, Nevada, Arizona and New Mexico, as well as along the three Pacific Coast states—California, Oregon and Washington. This season will mark the first time in history that Honolulu stations will broadcast all the regular conference games. Both KGU, NBC affiliate and KGMB, CBS affiliate at Honolulu, will be tied to the football chain.

According to Mr. Deal, the $250,000 represents remuneration to the colleges for the privilege of broadcasting the grid contests and the station time. With this 1937 season the Tidewater-Associated enters its 12th year of sponsorship of football broadcasts in the West. It was Harold Deal, who nurtured the idea from the beginning, who has seen to it that his company has consistently improved its sport service to the public each year. This year's expenditures and coverage exceed those of past years.

Merchandising Plans

A large corps of sportscasters and commentators has been signed by the company for the season. Among the veterans, who have worked before the microphones for Associated the past eleven years are Ernie Smith, Doug Montell and Frank Bull. The company adopts a new policy this year by presenting along with the regular sportscaster a special commentator. The sportscasters will describe the actual scenes of play while the commentator will be heard at the opening of the game, during the half time, and at the close.

Tidewater-Associated is spending many thousands in merchandising its broadcasts. As a pre-season stimulant the oil firm staged a huge *Football Radio Rally* over the CBS network on the Pacific Coast Sept. 22, which was one hour in duration. Simultaneously Tidewater-Associated dealers were holding sales meetings in nearly a dozen cities in the western states and Honolulu. They listened to the radio rally in their meeting places and various parts of the broadcast originated at the dealer meetings in San Francisco, Portland, Ore., Spokane, Seattle and Los Angeles.

Mr. Deal said Associated would live up to its policy this year of

(*Continued on page 50*)

Fight Broadcast of RCA Is Longest in History

RCA MFG. Co., New York (RCA-Victor radios), on Sept. 23 sponsored the longest fight broadcast in radio history, four 15-round bouts being described by four announcers in a program that started at 8 p. m. and ran until well past midnight. Broadcast over a 55-station NBC-Blue hookup from the Polo Grounds in New York City, the *Carnival of Champions* included championship bouts in the lightweight, welterweight, bantamweight and middleweight divisions. Each fight was described by a different announcer: Sid Mercer, sports columnist, leading off; Tom Manning of WTAM, Cleveland, covering the second match; Clem McCarthy, NBC's star sports reporter, taking the third; and Sam Taub, who broadcasts several fights a week for Adam Hats, handling the final bout. Bill Stern, of NBC's New York announcing staff, gave the between-rounds summaries. Last-minute decision of RCA to sponsor the broadcasts adds some $50,000 to the Blue Network's time sales for the month. Program was placed direct.

Kellogg Booking Fall Grid Games

Contests From New England to Denver Are on Schedule

KELLOGG Co., Battle Creek, Mich. (cereals), is planning an extensive series of football broadcasts this fall, sponsoring Saturday afternoon intercollegiate contests across the country from New England to Denver.

According to preliminary announcement, the Kellogg schedule includes five home games of Ohio State U, to be broadcast on WBNS, Columbus, and WTAM, Cleveland; the full nine-game schedule of Oklahoma U, on WKY, Oklahoma City; the full nine-game Vanderbilt U schedule, on WSM, Nashville, and WAPO, Chattanooga; the eight-game Northwestern U schedule, on WBBM, Chicago; a mixed series of broadcasts of the games of Alabama U and Auburn U, on the Alabama Sports Network, made up of stations WSGN, Birmingham, WALA, Mobile, WHBB, Selma, and WJRD, Tuscaloosa; a partial schedule of Fordham games on WINS, New York, and stations as yet unannounced; four games of Catholic U. and three of George Washington U., on WJSV, Washington; five games of Colorado State U., on KLZ, Denver, Nebraska games on KFAB, Lincoln.

Jamboree Series

In addition to these play-by-play broadcasts, Kellogg will also sponsor a *Football Jamboree* program to be broadcast for 40 minutes preceding and two quarter-hours following each Notre Dame game on an 8-station hookup of the WLW Line. Preliminary broadcast will be musical, with an 18-piece orchestra, Kellogg's Collegians, and a Quadrangle Quartette. The final 15-minutes will be devoted to a summary of the game. Notre Dame has consistently refused to sell the broadcasting rights to any of its games, but has made them available to any station wishing to broadcast them on a sustaining basis, which the WLW Line will do. In addition to six regular members of the Line (WLW, WHN, WFIL, KQV, WIND and WAAB), the hookup will include WGAR, Cleveland, and WJR, Detroit. The Line's regular Detroit outlet, WXYZ, had already contracted to broadcast the Michigan State games. The *Jamboree* will not be broadcast on Oct. 9, due to a conflict with the World's Series baseball game on that date. The schedule was set by the Kellogg agency, N. W. Ayer & Son Inc., Philadelphia.

Announcers are: WINS, Mel Allen, Norris West; WSM and WAPO, Jack Harris and Ottis Devine; WJSV, Arch MacDonald; WBBM, John Harrington; WBNS, John Neblett; WTAM, Tom Manning; WKY, Walter Cronkhite; WSGN, WALA, WHBB, WJRD, WSFA, Bill Terry; KLZ, Warren Williams; KFAB, Reggie Martin.

Auto Club Grid Series

AUTOMOBILE Club of Michigan will sponsor University of Detroit football games this season on WJBK, Detroit, with Al Nagler handling play-by-play descriptions. Bob McLean will give a 15-minute football talk preceding each game, with Motorola Radio as sponsor.

Insurance Firms Desire Mail Inquiries

Await Sales Theme To Use Air Medium Extensively

UNTIL radio hits a theme that will produce mail inquiries for insurance companies, it probably won't get any substantial amount of business from insurance underwriting concerns.

That was the consensus of a group of representatives of nearly 100 major insurance companies who participated in a survey conducted by the Life Advertisers Association, the results of which were revealed at its annual convention at Old Point Comfort, Va., Sept. 20-22. The survey was conducted by E. M. Kirby, of WSM, Nashville, who is also sales promotion manager of the National Life & Accident Insurance Co., operating WSM, chairman of the radio panel.

In responding to the questionnaire, the majority of the insurance companies which are using or have used radio, held that direct results were not readily apparent. In a number of instances, however, they emphasized that radio had an institutional advertising advantage, and that it proved useful to field men as a good-will builder and a door-opener. However, they were "sour," by and large, on its usefulness as a new-business getter.

The radio panel was addressed by John F. Royal, vice-president in charge of programs for NBC, who spoke on "Programs and People", and John Karol, director of Market Research of CBS.

How They Stand

The LAA roster of 98 insurance companies was queried on radio as an advertising medium. Of that number, 74 responded. Nearly 50%, or 31 of the responding companies, have used or are using radio, but only seven of them now are on the air. The companies were broken down by size. Those in Class 1 were companies with over $500,000,000 life insurance in force; Class 2, those having from $250,000,000 to $500,000,000, and Class 3, those under $250,000,000. In Class 1 nine were in the category of having used radio, but only three are at present on the air. In Class 2, five have used radio, but only one now is on the air. In Class 3, 17 had been on the air, with three currently using radio. Of the aggregate there were 21 in the first category, seven in the second and 39 in the third that had never used the medium.

Despite the showing of the survey, Mr. Karol told the insurance advertising and promotional heads that radio "should and can be" a particularly successful advertising medium for them as well as for many other comparatively high-priced commodities and services. He continued:

"The reason for this, we believe, is inherent in the nature of the reception of radio advertising. The family listens. Obviously, insurance and investments are a family matter of major importance—something to be discussed and determined only after mutual agreement on the part of those responsible for the welfare of the family. Consequently, the opportunity to reach the family—husbands and wives—simultaneously, is an outstanding advantage of radio advertising for any comparatively high-priced commodity whose purchase involves deliberations and inter-family consultation; such as insurance and investments."

A comprehensive analysis of the manner in which radio has developed its own technique in measuring radio audience and listener reactions was advanced by Mr. Karol in an address studded with statistics of the industry and its meteoric development. He estimated the national annual radio bill at about $700,000,000 including purchases of new sets, replacements and repairs, as well as electricity consumed in the use of sets.

Radio, the youngest medium of them all, he pointed out, has been subjected to more tests and surveys, more analysis and measurement, than any of its older advertising relatives. Field surveys employing sampling techniques have provided analyses of the 25,000,000 radio families by geographical divisions, by income classes and population groups.

"It has been said," Mr. Karol continued, "that measurements of the radio listening audience have stimulated the use of similar research techniques in other fields of advertising."

The program side of radio was stressed by Mr. Royal. He said that Shakespeare succinctly expressed radio's first consideration: "The play's the thing". Radio, he added, took its first great stride, so far as programming is concerned, when the performer forgot about playing to an audience of four or 20 million, and geared his performance to the interest of just four people—the family group. The audience equation, he said, is the four people of the average family unit, multiplied by millions.

Specifically addressing himself to the life insurance executives, Mr. Royal said that in radio they had access to the entire family, directly and emotionally. "And life insurance, I am told, is sold through an appeal to a man's better emotions," he asserted.

INSURANCE VIA RADIO—For the first time in its history, Life Advertisers Association, at its annual convention in Old Point Comfort, Va., Sept. 20-22, heard about radio at first hand from figures in the industry. Left to right are John J. Karol, director of market research of CBS; C. C. Fleming, retiring president of LAA, and John F. Royal, NBC vice-president in charge of programs. Ed Kirby, sales promotion manager of WSM, Nashville and of its parent National Life and Accident Insurance Co., presided at the radio panel.

Typical Radio Experience of Insurers

ACACIA Mutual Life Assn., T. M. Rodlun, adv. mgr.—"I haven't seen enough of radio to sell me on it."

Jefferson Standard Life Insurance Co., Karl Ljung Jr., asst. sec.—"Too big a drain on budget."

Massachusetts Mutual Life Ins. Co., James M. Blake, mgr. field service—"Results would never catch up with cost."

Metropolitan Life Ins. Co., Stuart Benedict, adv.— "Some field men capitalized on it as a good-will builder and as a door opener."

National Life & Accident Ins. Co., E. M. Kirby, sales promotion mgr. —"Mail inquiries are generally sought with good results."

Ohio National Life Ins. Co., Arthur W. Theiss, Mgr. Sales Promotion —"Sales averaged 1% of inquiries received. Costs too high for returns obtained."

Provident Life & Acc. Ins. Co., Bart Leiper, mgr. adv. & sales promotion—"Excellent prestige building if proper programs used."

Provident Life Ins. Co., Fred Monley, sec.—"Has a definite value from an institutional and company standpoint."

Provident Mutual Life Ins. Co., Nelson A. White, adv. mgr.—"Went after mail inquiries with good results. Radio better than magazines. Direct mail better than radio."

Travelers Ins. Co., C. W. VanBeynum, mgr. publicity dept.—"Fine for making name well known. Fairly good as a means of planting ideas."

Network Changes Affect 18 Stations

Fourteen Join MBS, Don Lee; WNBX Now CBS Affiliate

NEW NETWORK affiliations for 18 stations were effected last month as the 1937-1938 radio season hit its full stride and as daylight saving time ended in many cities Sept. 26.

On the West Coast, 14 stations in the Pacific Northwest joined Mutual Broadcasting System Sept. 26, supplementing this national service with programs from the Don Lee Network, along with two others in California.

In Cleveland, a major switchover took place as WHK relinquished its CBS affiliation to WGAR and became a basic Blue network outlet in lieu of the latter station. WCLE, formerly WJAY, became an outlet for MBS on the same day. It is owned by the same interests operating WHK. The networks carried dedicatory programs saluting their new affiliates.

CBS also added an outlet on Sept. 26 with the affiliation of WNBX, Springfield, Vt., which became the first network outlet in that state. The station operates on 1260 kc. with 1,000 watts and is owned by Harry C. Wilder, who also operates WSYR, Syracuse, and WJTN, Jamestown, N. Y.

Mutual-Don Lee Additions

The 14 stations which joined Mutual and Don Lee are KALE, Portland, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KORE, Eugene, Ore.; KOL, Seattle; KMO, Tacoma; KGY, Olympia, Wash.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KQW, San Jose, Cal.; KIEM, Eureka, Cal.; KGA, Spokane.

In the Mutual-Don Lee salute, a full hour program was broadcast, with Portland, Honolulu, San Francisco, Chicago and New York participating.

KOL, which joined Mutual on Sept. 26, also is a CBS outlet. CBS, however, is understood to have made tentative arrangements with KIRO, Seattle, for a switch, effective Jan. 1 or before. Whether the new KOL affiliation with Mutual will mean a switch by CBS to KIRO in advance of next year, was not ascertained.

When WHK became the NBC affiliate, it keyed the *RCA Magic Key* program from Cleveland. WGAR, likewise, saluted CBS with a special program.

Insurance Test

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark, N. J., will sponsor Jacob Tarshish's philosophical programs titled *The Lamplighter*, on WOR, Newark, Sunday evenings, 7:45-8 p. m., starting Oct. 10. Other stations may be added later. The agency is Franklin Bruck Adv. Corp., New York.

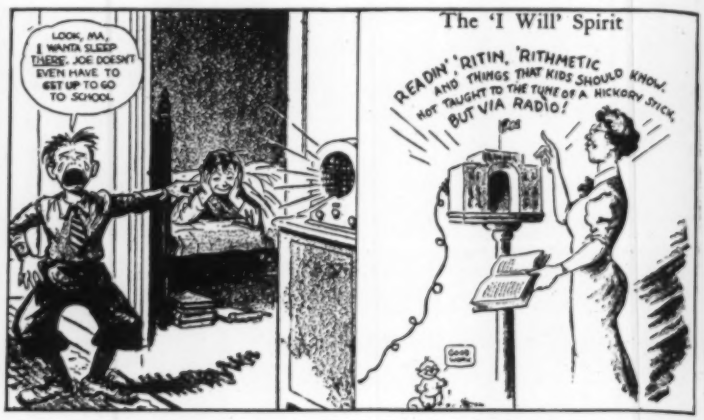
Buick on 91 Stations

BUICK MOTOR Co., Flint, Mich., will herald its 1938 models in spot announcements on 91 stations the week of Oct. 11-15. Over a period of five days the announcements, 12 words in length, will be broadcast 26 times during the day and evening hours. Arthur Kudner Inc., New York, is the agency.

Comic But Eloquent Are Cartoons on Radio's Use by Chicago Schools

MAMA! WILLIE'S PLAYING HOOKEY!
BANG!
A FLATFOOT, EH? TAKE THAT, YOU SNAKE! OUCH!
ELEMENTARY ARITHMETIC
SCHOOL CLOSED—NO RADIO BY ORDER OF BOARD OF EDUCATION

Chicago Tribune — Chicago Daily News


LOOK, MA, I WANTA SLEEP THERE. JOE DOESN'T EVEN HAVE TO GET UP TO GO TO SCHOOL
The 'I Will' Spirit
READIN' 'RITIN, 'RITHMETIC AND THINGS THAT KIDS SHOULD KNOW, NOT TAUGHT TO THE TUNE OF A HICKORY STICK, BUT VIA RADIO!

Chicago Times — Chicago Herald-Examiner

Discs Added by R & R; Hoyt Places Two Locals

RICHARDSON & ROBBINS, Dover, Del. (boned chicken), has renewed its program *The Revelers*, on WJZ, New York, Mondays, Wednesdays and Fridays from 6:35 to 6:45 p. m. Ten-minute transcriptions will also be used three times a week on WTIC, Hartford; WBZ, Boston, and WGY, Schenectady. Contracts are for 52 weeks. Spot announcements will start shortly for the company on KFRC, San Francisco. The agency in charge is Charles W. Hoyt Co., New York. Also placed by Hoyt agency are programs for two other accounts—American Molasses Co., New York, which will participate in a cooking school twice a week on WGY, Schenectady, and Harper Method Inc., New York (shampoo), testing participation on *Nancy Turner* twice a week on WFBR, Baltimore.

WTCN Given Full Time; WLB-WCAL to Divide

REAFFIRMING previous decisions which it had withdrawn, the FCC Broadcast Division on Sept. 28 granted full time to WTCN, Minneapolis, using 1,000 watts night and 5,000 days on its present frequency of 1250 kc. The order is effective Oct. 23 and sustains the recommendation of Examiner Seward. WTCN is owned jointly by the *St. Paul Dispatch-Pioneer Press* and the *Minneapolis Tribune* interests.

WTCN is thus relieved of its present time-sharing arrangement with WLB of the University of Minnesota and WCAL of St. Olaf College, Northfield, Minn., both of which are made daytime stations on 760 kc., with WLB operating two-thirds of the daytime and WCAL one-third. The shifts are being made with all parties involved in agreement.

Shoe Firm Testing

SATISFACTORY SHOE Co., Chicago (Dr. Edward's Health Shoe), will start using radio advertising for the first time Oct. 10 when a Sunday quarter-hour test program will start over WJJD, Chicago. Other stations may be added if the test proves successful. First United Broadcasters Inc., Chicago, has the account.

Chicago Stations Praised for Service During Closing of the Public Schools

By HAL TATE

REOPENING of Chicago schools Sept. 27, after two weeks of radio-newspaper instruction, was marked by a series of tests designed to show how successful the novel form of education had proved. Fear of an infantile paralysis epidemic had caused the two-week postponement of school opening.

Evidently, Dr. H. J. Johnson, head of the Chicago Board of Education, considered the experiment a success for he was contemplating creating a new educational post—that of radio director—whose sole task would be to direct the work of radio in education. Under Dr. Johnson's tentative plan, radio would be used to supplement the work done in the classrooms with the lessons being broadcast after regular school hours. Invitations were issued to managers of Chicago radio stations and newspaper publishers in that city to meet and discuss the proposed plan and determine how it best might be worked out.

Stations that cooperated with the Chicago Board of Education in the experiment were WJJD, WIND, WLS, WMAQ, WGN, WCFL and WAAF.

Tributes to Radio

Leading newspapers, magazines and educators heaped praise on radio stations and newspapers for their splendid work.

Dr. Walter Dill Scott, president of Northwestern University, said: "The recent closing of the Chicago public schools presented an unanticipated opportunity for the use of radio. Whether or not the school systems were able to rise to the occasion in the use of radio is not yet known. It should be remarked that it was a long time after the printing presses were invented before any adequate use of books was made in the schools of the world. However, it is probable that in certain phases of education very effective use could be made of radio, but it would seem to me quite improbable that the radio could at the present time be regarded as an adequate substitute for the facilities provided by our modern educational plan and for the present contacts of our highly-trained teachers. In brief, it would seem to me to be a field in which we should go forward as rapidly as possible."

Mrs. F. Langworthy, editor of *Parent-Teacher Magazine* and former president of the National Congress of Parents & Teachers, described the special educational broadcasts as one of the finest services the stations could have rendered. Mrs. Langworthy said: "The emergency of this fall, when the Chicago schools have been unopened on account of infantile paralysis, has given an opportunity to demonstrate for a huge school system what has been done successfully in a few places already, that a school of the air may be used to reach children at home or at school and that no time need be lost for most of them. It is showing us, also, what a vast number of radios are owned by people of moderate circumstances as well as those who habitually buy luxuries. It is one of the finest services that the broadcast companies could have rendered to a beleagured city."

Miss Judith Waller, educational director of the NBC Central Division (Chicago) believes the emergency broadcasts may point the way to new methods of cooperation between educators and broadcasters. Miss Waller said: "We have long known that radio could act as a motivating, stimulating force in education and that in some instances it has aided in the teaching of many subjects, but just how radio might best serve the parent, the teacher, and pupil remains to be seen. It may be that this emergency will point the way and prove to both educator and broadcaster alike that they can cooperate in the best interests of all. This, in turn, will bring larger benefits to the child, both mentally and spiritually."

New Sterling Campaign

STERLING PRODUCTS Inc., Wheeling (California Syrup of Figs), began Sept. 27 a series of WBS transcriptions titled *Young Widder Jones*. Broadcast five afternoons weekly, the program is heard on 22 stations, list of which has not been released. The agency is Thompson-Koch Co., Cincinnati.

Rexall Sale Discs

UNITED DRUG Co., Boston (Rexall drug products), will use 200 stations for its five-day campaign for its next Rexall 1-Cent Sale, starting Oct. 12. Quarter-hour transcriptions will be broadcast, made by Spot Broadcasting Inc., New York. Featured are Conrad Thibault, Jane Froman, Songsmith's Quartet, and Don Voorhees and his orchestra. Street & Finney Inc., New York, is the agency.

WLW Line Sustainers

SEPT. 27 saw the start of the feeding of a large group of sustaining programs to the WLW Line by WHN, New York. They are *Cocktail Lounge*, with Irving Aaronson and his orchestra; Helen Yorke and Joe Martin, vocal duets; *To the Ladies*, with Don Albert and his orchestra; and *The Jazzters*, colored vocal trio. Also an exchange of sustaining and sponsored programs of the Line will be a daily feature with WHN, both receiving and sending broadcasts from the various stations on the link. The round robin exchange includes WBAL, Baltimore; KQV, Pittsburgh; WFIL, Philadelphia; WLW, Cincinnati; WHN, New York.

Wally Frank Plans

WALLY FRANK LTD., New York (pipes and tobacco), has increased its advertising appropriation for the next three months to allow for the use of radio. Spot announcements will be tested on one or two eastern stations during the first two weeks in October, and other stations will be added. The agency is Bachenheimer, Dundes & Frank Inc., New York. Norman Winter is account executive.

Royal Toy to Place

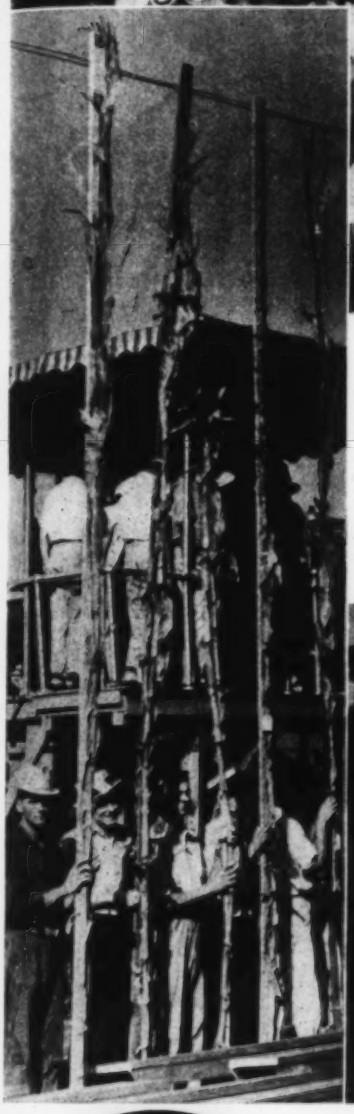
ROYAL TOY Co., New York (games), will start a series of spot announcements over 17 stations, the first to be broadcast about Oct. 20. Agency is Reiss Adv. Inc., New York.

BECAUSE it was 3 a. m. in London when President Roosevelt began his Sept. 17 Constitution Day broadcast over the networks, the British Broadcasting Corp. recorded the address on the Blattnerphone and broadcast it the next day.

KEEPING CLOSE TO THE LISTENER

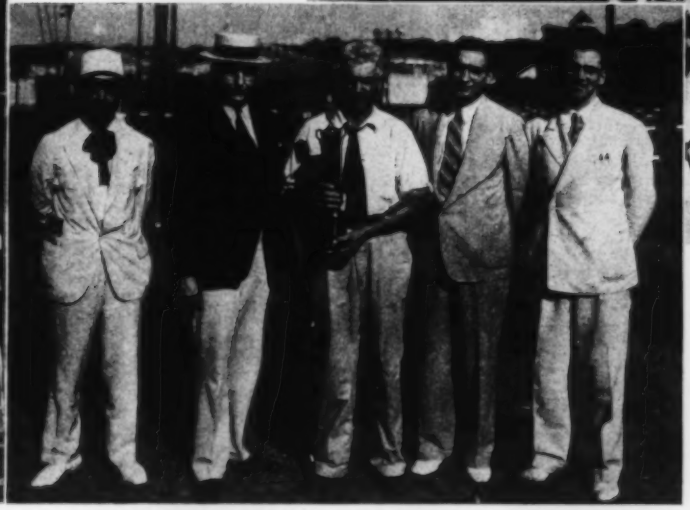
With record-breaking 1937 crops, Iowa naturally staged a record-breaking 1937 State Fair. Record-breaking crowds milled around WHO's Crystal Studio, at the Fairgrounds to get a close-up view of their WHO favorites — impressive evidence of the close bond between Iowans and Iowa's big station.

WHO has found that it best serves the interests of its advertisers by keeping close to the interests of its listeners.



Above — Center of interest for State Fair crowds is the WHO Crystal Studio. Iowans like to watch, as well as listen to, WHO broadcasts.

Left — The world's greatest pole vaulter would lack 3 feet of clearing these 18-foot entries in the WHO-State Fair Tall Corn Sweepstakes.



Above—Traffic outside is temporarily jammed while WHO performers broadcast inside the Crystal Studio.

Left—Award of Tall Corn Trophy. Left to right, Col. B. J. Palmer, president of the Central Broadcasting Company, Iowa's Governor Kraschel, George Osborne, Siloam Springs, Arkansas, winner of the 1937 Tall Corn Contest, Harold Fair, WHO program director; Herb Plambeck, WHO farm editor.

WHO
Des Moines

CENTRAL BROADCASTING COMPANY, Des Moines
J. O. MALAND, Manager
Phone - 3-7147

National Representatives: FREE & PETERS, Inc.
New York Detroit Chicago Los Angeles San Francisco

Des Moines · Full Time · Clear Channel · 50,000 watts

Retailers Laud Sales Power of Radio

NRDGA Makes Survey Among Department Store Members

THAT department and other retail stores will continue to use more radio is indicated in an analysis called *A New Concept of Retail Sales Promotion* published recently by the National Retail Dry Goods Assn. Reactions to a searching questionnaire sent out by NRDGA show that live and spot programs are increasing sales for more than 60 stores located in various cities of the country.

Auerbach Co., Salt Lake City department store, reporting eight years of radio experience with 18 programs weekly featuring a commentator in remotes from the store, said: "Radio brings direct sales to those departments which merchandise it with thought and skill and prepare their copy intelligently. In 'lazy' departments it is not successful. All radio can sell you is the potential audience and what you get out of it depends on what you put into it."

Brown-Dunkin Co., Tulsa, Okla., another radio user with an eight year record, reported: "It is a means of reaching a number of customers who sometimes are reached in no other way. We divide our six weekly half-hour variety programs into (1) Home needs, because the programs are for the most part received in the home, (2) Sewing departments, for the programs are aired in the morning to women who are interested in this type of merchandise, (3) Current news of the day and timely news about the store's activities."

Effective in Rochester

Sibley, Lindsay & Curr, Rochester, N. Y., has broadcast a 15-minute morning program six times weekly for five years. It said: "We feel that radio enables us to reach a greater market. Radio introduces new ideas faster than newspapers or mail. Repeated tests have shown we have a listening audience in an approximate 60-mile radius."

Bry-Block Mercantile Co., Memphis, Tenn., which has broadcast a full hour weekly program for nearly four years, reported: "As a good-will builder three years ago we started a *Juvenile Hour* from 10 to 11 every Saturday morning. This has continued to grow. Our auditorium audiences average 600 and the station estimates that we have a listening audience of 500,000. Children compete for prizes based on the number of votes received. We inject into this program store policies and are using it as a means of building good-will." The Killian Co., Cedar Rapids, Ia., which has broadcast a 15-minute program 12 times weekly for three years, concluded: "It gives us an opportunity to talk to customers to whom we used to advertise in small out of town papers."

Types of Programs Used

Two types of studio programs used by various stores include variety, news commentators, female household commentators, stunt remotes direct from the store and straight discussions of sales features with incidental organ music. Sibley, Lindsay & Curr, Rochester, consistently uses the discussion type and says of it: "Despite the objection of dullness that can be made to it, this continuity is the most effective that we have found. While it loses audience appeal, it is good because only interested people listen to it."

Users of spot broadcasting, especially in connection with sales days, were highly commendatory of the medium. Of the merchants who spoke negatively the following are typical comments: "We have used the radio on several occasions in the past and it was so ineffective that we decided not to do anything further with it." "Used for two years. Given up except for spots and sales events." "We used a program for a year. No good. Had to return to spot announcements." "We have not been able to get a high type of program that could compete with national programs." "We used radio the first part of last year. We used a daily 15-minute program at 8:30 a. m. We do not recommend any general type of program. In the opinion of this store unless you have a special give-away or less-than-cost item, it is useless to use radio advertising. We made a survey of radio by interviewing a given number of customers in each section of our city. The information accumulated from this caused us to discontinue radio advertising."

SOME RETAILERS USING RADIO

Abraham and Straus Inc., Brooklyn.
The Alms & Doepke Co., Cincinnati.
The Auerbach Co., Salt Lake City.
Ball Stores Inc., Muncie, Ind.
L. Bamberger & Co., Newark.
James Black Dry Goods Co., Waterloo, Ia.
The Boston Store, Chicago.
The Boston Store, Milwaukee.
The Brown-Dunkin Co., Tulsa, Okla.
Bry-Block Mercantile Co., Memphis, Tenn.
Burdine's, Miami.
City of Paris Dry Goods Co., San Francisco.
The Davis Company, Chicago.
Davidson Paxon Co., Atlanta.
The Dupius Freres Ltd., Montreal.
The Emporium, San Francisco.
The Fair, Chicago.
Marshall Field & Company, Chicago.
Wm. Filene's Sons Co., Boston.
G. Fox & Co., Hartford, Conn.
Frederick & Nelson, Seattle.
Gimbel Brothers, New York.
Gimbel Brothers, Philadelphia.
A. Harris & Co., Dallas.
The Harris Co., Redlands, Cal.
The Hecht Company, Washington.
Hochschild, Kohn & Co., Baltimore.
The J. L. Hudson Co., Detroit.
The Johnston-Shelton Co., Dayton, O.
The Jones Store, Kansas City.
S. Kahn Sons Co., Washington.
Kaufmann Dept. Stores Inc., Pittsburgh.
The Killian Co., Cedar Rapids, Ia.
Ernst Kern Co., Detroit.
Emma Lange Inc., Milwaukee.
LaSalle & Koch Co., Toledo.
Lit Brothers, Philadelphia.
Littman's, New York.
A. Livingston & Sons, Bloomington, Ill.
Loveman's Inc., Chattanooga, Tenn.
James McCreery & Co., New York.
R. H. Macy & Co. Inc., New York.
Mandel Brothers, Chicago.
O'Connor Moffat & Co., San Francisco.
Ohrbach's, New York.
Oreck's Inc., Duluth, Minn.
J. W. Robinson Co., Los Angeles.
Roos Brothers, San Francisco.
Sanger Brothers, Dallas.
Ed Schuster & Co., Milwaukee.
Sheehan, Dean Co., Elmira, N. Y.
Sibley, Lindsay & Curr Co., Rochester.
E. T. Slattery Co., Boston.
Snellenburg's, Philadelphia.
Strawbridge & Clothier Co., Philadelphia.
Symons Dry Goods Co., Butte, Mont.
John Taylor Dry Goods Co., Kansas City.
The Wieboldt Store Inc., Chicago.
Woodward & Lothrop, Washington.
George Wyman & Co., South Bend, Ind.

WOV Feeds 65 Foreign Tongue Programs a Week

WOV, New York foreign language station, is now feeding a minimum of 65 network programs a week to stations in other cities, with individual hookups running as high as ten stations.

Associated in the network are WBIL, New York; WRAX, Philadelphia; WPEN, Philadelphia; WICC, Bridgeport; WEAN, Providence; WAAB, Boston; WSPR, Springfield; WELI, New Haven; WNBC, New Britain; WMBO, Auburn; WIBX, Utica; WABY, Albany; WSAY, Rochester, and WGR, Buffalo. WOV also acts as a central office for an average of 20 programs a week fed to out-of-town outlets and not carried locally.

SIGNS—Lloyd Pantages (left), radio and newspaper commentator, is shown signing a contract for sponsorship by Raymonds Inc., St. Paul cosmetic manufacturers, of his *Lloyd Pantages Covers Hollywood* program scheduled to start Oct. 17 for 13 weeks on 26 CBS stations from Hollywood. Looking on are Harry W. Witt (center), CBS Southern California sales manager and Barnard Weinberg, executive of Milton Weinberg Adv. Co., Los Angeles agency handling Raymonds Inc. account. Program will be heard Sundays, 2:30-2:45 p. m. (EST), with rebroadcast to the West Coast 8-8:15 p. m. (PST). Products to be featured by sponsor are New Ray machineless permanent wave and Dona Ray cosmetics. This is said to be the first time a transcontinental sponsored program has been arranged by a Los Angeles agency. Pantages' Hollywood gossip program was formerly sponsored on CBS Pacific network by A. J. Krank & Co.

13 Get Riverbank

RIVERBANK CANNING Co., Riverbank, Cal. (Madonna tomato paste) on Oct. 10 will start a series of 15-minute transcriptions on 13 stations — WDRC, WIP, WSYR, WGBI, WIBX, WMEX, KQV, WKBN, WCBM, WOKO, WGR, WPRO, WNBF. Additional stations may later be lined up, according to Klinger Advertising Corp., New York, agency placing the account.

New MGM Series Replaces Showboat

Elaborate Production Being Prepared for Nov. 4 Debut

WITH the signing by General Foods Corp. (Maxwell House coffee), and Loew's Inc., whereby Metro-Goldwyn-Mayers Studios will produce a one-hour weekly NBC-Red network show from Hollywood starting Nov. 4, buildup of a radio production department has been started at the film studio's Culver City plant. Added to Bill Bacher's production department were Harry Kronman and Mary Edith Stahl, his former writing and production assistants on the CBS *Hollywood Hotel* program when he was associated with F. Wallis Armstrong Co., Hollywood agency handling the Campbell Soup Co. account. Bacher will have full charge of production of the new series and will add several persons to his department.

M-G-M show will replace the Maxwell House *Showboat* program and Benton & Bowles Inc., agency handling that account, stated there would be no change in time. New series will be broadcast at 6 p. m. (PST) over the NBC-Red network, time of the present Maxwell House program. It will be opposite the CBS Major Edward Bowes program and NBC-Blue network *March of Time* broadcast. Projected program will be a musical-variety show. The *Maxwell House Showboat* on Oct. 28 terminates one of the longest consecutive runs in radio, having been broadcast 265 weeks without a break.

Big Stars to Perform

The M-G-M starring roster consists of 20 players, of whom a few are eliminated because of existing broadcast contracts, or because the company does not control their air appearances. Among the stars are Norma Shearer, Jeanette MacDonald, Nelson Eddy, William Powell and Greta Garbo. Company also has an additional 86 on featured list and in stock. It is also understood that M-G-M will erect a studio on its Culver City property from where the new General Foods Corp. show will be remoted.

William R. Baker Jr., partner and vice-president of Benton & Bowles, has been appointed head of the agency's Hollywood office and will take over his new post early in October. The agency's Hollywood staff also includes Donald Cope, in charge of radio production, Chester MacCracken, in charge of talent contracts, and Burns Lee, in charge of publicity. Herschel V. Williams Jr., formerly head of the Hollywood office, has been assigned to production work in the agency's New York headquarters.

Atherton Hobler, president of Benton & Bowles Inc., is expected in Hollywood within the next few days for the launching of the NBC *Jack Haley* series under sponsorship of General Foods Corp. (Log Cabin syrup). He will remain in Hollywood for the next month conferring and assisting in the preparation of the new M-G-M series.

M-G-M has held out against radio for some time, refusing to take to the air commercially and it is believed that the decision of this studio will have a marked effect upon other major studios.

Schools Teach by Radio 317,000

Air Takes Classes to Pupils

"This is a good idea—I wouldn't mind doing it all the time this way."
Principal Robert D. Gregg of the Mulligan Elementary School thus enthusiastically commented today after his first "starring role" over radio station WLS.

Principal Gregg broadcast from a fourth floor offices of the Board of Education in the Building, LaSalle st. and Wacker drive. WLS had hooked a microphone on his desk to their transmitter by telephone

Paralysis Peril Un

Under the plan in the absence of textbooks, newspapers of the city, including The Daily News, printed outlines of lessons for the various grades. Beginning at 7:15 a. m. via WLS selected principals lectured

J. B. McCAHEY

Board of Education
CITY OF CHICAGO

September 15, 1937.

Office of the President
James B. McCahey

Mr. Burridge Butler, President,
Agricultural Broadcasting Co.,
1230 Washington Blvd.,
Chicago, Illinois.

My dear Mr. Butler:

Broadcasting of our school lessons, made necessary by threat of an epidemic of infantile paralysis, has been so effective and so well carried out that I must congratulate you and the staff of Radio Station WLS for what you have done.

I am especially pleased with the interest which the broadcasts have aroused in the minds of the parents of our school children. The efficiency of our schools is, I believe, determined to a large extent by the interest which parents take in school work. Your broadcasts have shown excellent results in attracting this interest.

Thanking you again for your effective cooperation,

I remain

Sincerely yours,

President.

Board of Education
CITY OF CHICAGO

William H. Johnson
SUPERINTENDENT OF SCHOOLS

Office of the Superintendent

September 15, 1937

Mr. Burridge Butler, President
Agricultural Broadcasting Company
1230 Washington Boulevard
Chicago, Illinois

My dear Mr. Butler:

The experiment of broadcasting school lessons has already been so successful that I wish to thank you for your cooperation and the assistance of your staff at Station WLS. The test, made under actual conditions of necessity, was, of course, more trying than an ordinary experiment. Therefore, the greater credit to radio and to WLS.

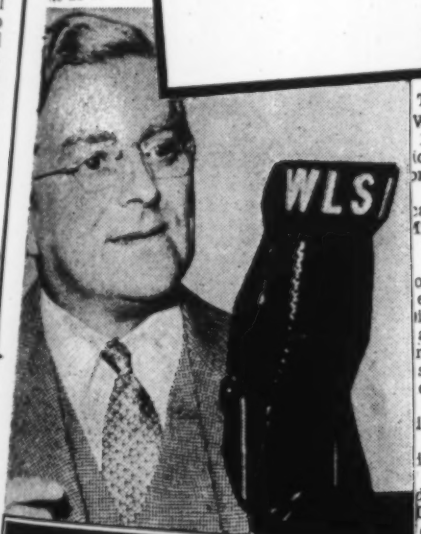
The present school broadcasts will, I believe, point the way to more extensive and permanent programs of a similiar nature. I have in mind, especially, periodical broadcasts of actual school work for the benefit of parents, whom we are trying to interest to a greater extent than ever before. It is only by complete cooperation between the parents and the schools that the best interests of the child can be served.

Your co-operation is deeply appreciated by me.

Sincerely yours,

WILLIAM H. JOHNSON
Superintendent of Schools

WHJ:CL



TO AID.

WJJD, WIND, WLS agreed to broadcast ions from 7:15, a. m. on in 15 and 30 minutes. The Chicago Evening also immediately Miss Fallon that it the classroom mate-

ous grades will be e following times, ac- District Superintendent announced results rence:
station WLS, physical d announcements.
station WIND, sub- le 8A.
station WJJD, sub- le 8B.
station WLS, sub- de 7A.
D, station WJJD, sub- e 7B.
station WLS, sub-

W. H. JOHNSON

schools to be kept closed.
"Don and Helen," radio stars WLS, sang "School Days" to open the educational broadcasts at 7:15 o'clock.

7:15 to 7:30 A. M.

WLS—Physical education with classroom announcements.

8 to 8:15 A. M.

WIND—Grade 6—Social studies today, Wednesday and Friday;

9:45 to 10 A. M.

WLS—Grade 7A—Social studies and science today, Wednesday and mathe-

WLS The Prairie Farmer Station 870 KILOCYCLES
BURRIDGE D. BUTLER President
GLENN SNYDER Manager

McNinch Ready to Take Post; Studies Proposed FCC Shifts

Newspaper Ownership Problem to Be Considered; Changes in Organization Methods Proposed

ECHOING the view that the "honeymoon is over" in radio regulation, all those identified with broadcasting were awaiting the arrival at the FCC of its new chairman, Frank R. McNinch, early in October to carry out the Presidential mandate that its affairs be straightened out.

Thrice postponed because of the pressure of affairs on the Federal Power Commission, of which he is chairman, Mr. McNinch's swearing in now is expected to take place Oct. 1 or 2. The chairman informed BROADCASTING Sept. 27 that he now expected to relinquish his Power Commission post and simultaneously assume the FCC chairmanship by Oct. 1, or shortly thereafter.

Asserting he was deeply engrossed in cleaning up his affairs at the FPC, Mr. McNinch said he had not been able to devote any considerable time to the FCC, but intended to apply himself to that task full time as soon as he assumed office. He is expected to take several FPC employes with him to the FCC, but he has not yet disclosed their identity.

Executive Conferences

Twice last month Mr. McNinch conferred with President Roosevelt—the last time on Sept. 15. After that conference he asserted he would devote his time at the FCC in "helping to formulate policies". At his previous conference, Mr. McNinch had been given a "free hand" by the President to reorganize the FCC to acquire for it a new prestige. On Sept. 27, President Roosevelt announced he had accepted Mr. McNinch's resignation as FPC chairman but with the understanding that the latter eventually would return to that post. When the McNinch appointment to the FCC was made, it was indicated that he would take a three-month leave from the FPC. Since then, however, it has become evident that Mr. McNinch plans upon remaining longer—possibly a year. He was appointed to fill the unexpired portion of the term of the late Anning S. Prall, which has five years to run from July 1.

Mr. McNinch paid an informal visit to the FCC on Sept. 18, at which time he looked over his offices and also conferred unofficially with commissioners and with other executive personnel.

There are indications that the newly-constituted FCC will devote considerable study to newspaper ownership of stations — a matter that is known to be close to the White House. Legislative efforts of the last session to focus attention upon steps to bring about possible divorcement of newspaper ownership of stations have received the implied support of Administration leaders. This matter has been discussed at the White House with members of the FCC, and presumably also has been raised with Mr. McNinch.

One of the first functions of the new Commission will be that of assignment or possibly reassignment of commissioners to particular divisions [BROADCASTING, Sept. 1, 15]. Commissioner T. A. M. Craven, former chief engineer, has not yet been assigned to a division, pending the arrival of Chairman McNinch. The new chairman, under the present structure, automatically would become a member of each of the three divisions — Broadcast, Telephone and Telegraph.

Whether the same structure will be retained, however, is as yet unknown. Thought has been given to at least three plans: (1) Retention of the present setup; (2) assignment of five members to each division so that each of the seven commissioners will have two assignments, and (3) abolition of divisions altogether, with commissioners designated by the chairman for the handling of individual cases, whatever their classification, and with the Commission acting en banc on all cases.

A possible fourth plan proposes changing the designations of divisions to make them fall in more logical categories. Broadcast, under this plan, would remain the same, but Telegraph and Telephone would be abolished as separate entities. Instead there might be a "common carrier" division, embracing regulatory functions affecting both telephone and telegraph, and a "mobile" division, handling such matters as aviation, ship, coastal and other types of services affecting radio, but not in the purely broadcast phase.

It is generally anticipated that Comdr. Craven will be assigned to the Broadcast Division because of his background and experience and because that has been the most beleagured branch of FCC operations. Whether he will become its chairman, or simply an additional member depends upon the manner of reorganization decided upon. Should the present three-man division structure be maintained and should the former chief engineer be assigned to Broadcast, it would mean the shifting of Broadcast Division Chairman Sykes to another division—most likely Telegraph.

Beyond the assignment of the commissioners themselves, it is not expected the FCC will move very rapidly on other changes in personnel and in policy. Indeed, it is more likely that Mr. McNinch and Comdr. Craven, as the new members, will be inclined first to survey the existing situation. That there will be personnel shifts and possibly deletions, as well as strong pronouncements of policies, is anticipated before many weeks.

Two major appointments also must be made. The post of chief engineer, vacated by Comdr. Craven probably will be filled soon. Lieut. E. K. Jett, assistant chief in charge of telegraph, is now acting chief, and is regarded as the logical Craven successor. The other vacancy is that of assistant general counsel for telephone.

CORNERSTONE—For new KYW building Philadelphia was laid Sept. 14. Left to right are Leslie Joy, KYW manager; Alfred H. Morton, manager of NBC managed and operated stations; E. H. Gager, Westinghouse plant manager.

Ban on Broadcasts From Courtrooms Is Recommended in Bar Group Report

RECOMMENDATION that broadcasting of court trials, along with every other form of court argument or discussion addressed to the public, be "definitely forbidden" was made to the American Bar Association at its 16th annual meeting in Kansas City, Sept. 27-Oct. 1, by its special committee on cooperation between press, radio, and bar as to publicity interfering with fair trial in judicial and quasi-judicial proceedings.

The committee comprised six members of the Bar Association, headed by Newton D. Baker, former Secretary of War, as chairman; seven members of the American Newspaper Publishers Association, with Paul Bellamy, editor of the *Cleveland Plain-Dealer*, as chairman, and five members of the American Society of Newspaper Editors, with Stuart H. Perry, editor of the *Adrian* (Mich.) *Telegram*, as chairman. While the scope of the group's activity encompassed cooperation with radio, there were no broadcasting members on the committee.

In addition to its recommendation that broadcasts of arguments in court cases be prohibited, the committee also recommended that newspaper accounts of criminal proceedings be limited to accounts of occurrences in court without argument of the case before public; that no popular referendum be taken during the pendency of the litigation; that surreptitious procurement of pictures or sound records is wholly indefensible, and that vaudeville appearances of jurors or court officers be banned.

Liability in Trials

Apropos of trial broadcasts, the committee said:

"The committee is especially impressed with the danger arising from the misuse of the radio in connection with trials. Practically everybody, nowadays, has a receiving set (there are said to be more than 30,000,000 in use in the country) but we have not yet undertaken to measure the effect of radio advocacy upon public opinion nor have we set up the machinery for correctives in radio news which are obvious in the printed page. If a newspaper prints an incorrect account of a trial or an improper plea by an advocate engaged in a trial, the likelihood of the prejudical statements being brought to the attention of persons interested on the other side or of the court, so that steps can be taken to prevent the corruption of the trial, is at least fair.

"Misleading statements and improper pleas made over the radio are fleeting and impermanent. Any attempt to correct them has to be addressed to what is supposed to have been said rather than to a printed statement which can be quoted and refuted with definiteness and accuracy. The responsible broadcasting companies, for obvious reasons, protect themselves against the misuse of their facilities in this direction but local broadcasting companies are under a severe temptation to permit the dramatization of a local trial which is exciting public interest and danger of having trials going on at the same time—one in the courthouse and one in the circumambient air—is obvious. The one in the courthouse aims to arrive, dispassionately, at a result which will be just to the accused and just to the state.

Public Is Misinformed

The object of the trial in the air is to achieve a dramatic result, to arouse sympathy and perhaps even to create prejudice. The trial in the courthouse is surrounded by the rules of evidence which require the exclusion of hearsay and gossip and assure the full presentation of both sides of the issue. The trial in the air has no safeguards and the narrator is not subject to cross-examination, nor is there any requirement that the narrator shall himself be either intelligent or just or that he shall even attempt to present both sides.

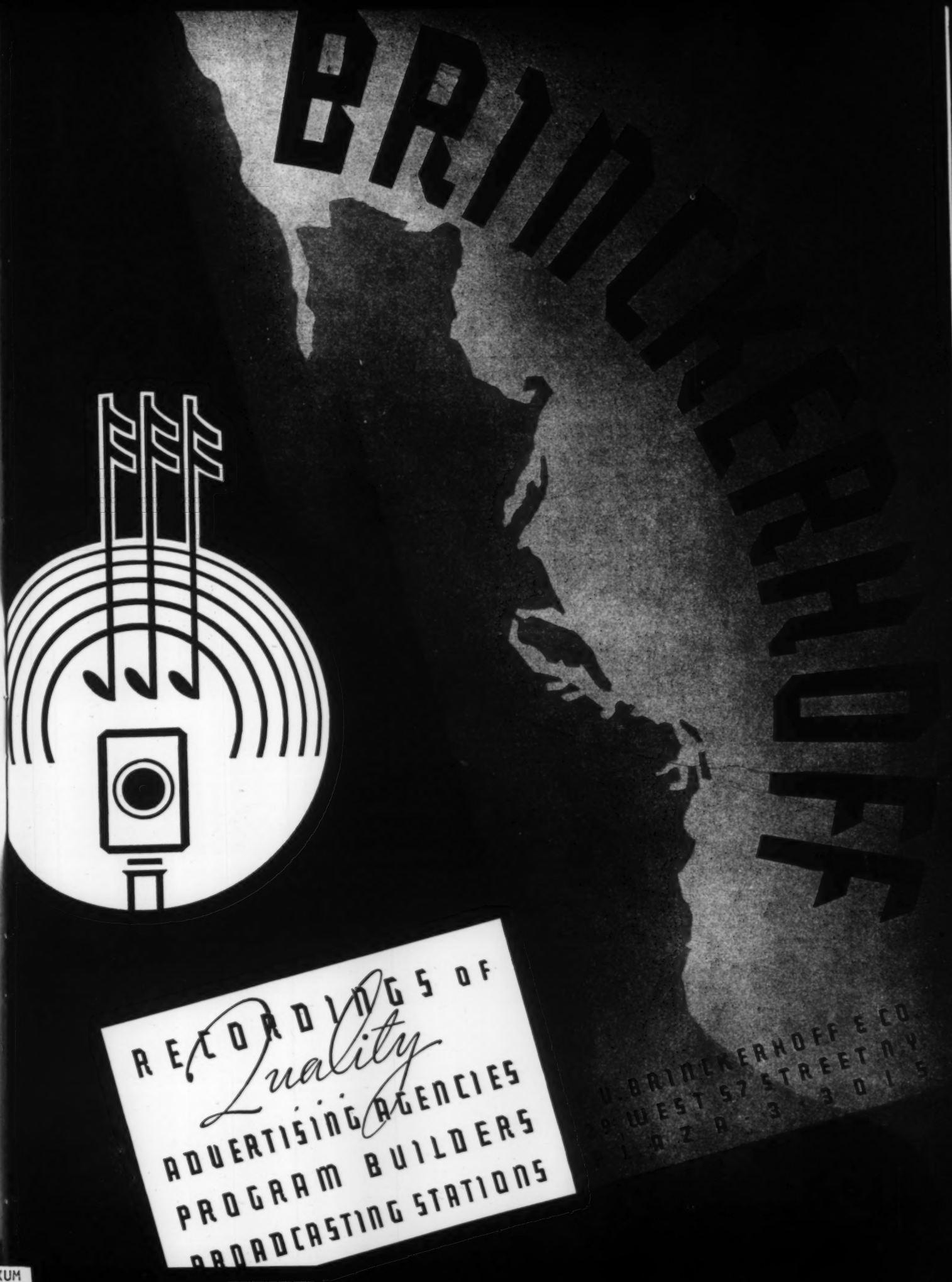
"The evil of the trial in the air, when it is participated in by prosecuting attorneys and counsel for the accused is peculiarly great. Errors made in the record of the trial in the air are not subject to judicial review and the air audience, when it has made up its mind upon such a presentation, may well come to distrust the whole process of judicial administration when the jury, acting under the responsibility of their oaths, reach a different result by judging the weight of the evidence from witnesses whom they have seen and whose credibility they alone have had an adequate opportunity to measure. The evil here referred to, of course, is the larger evil of a breakdown in public confidence in judicial processes. There is, however, a grave danger that the trial in the air may affect and obstruct the trial which is contemporaneously going on in the courthouse. * * *"

In its general recommendations the committee said there should be a continuing effort, local in character, to regulate the relations of the various publicity media. It recommended that local bar associations appoint continuing committees on press relations to function with corresponding committees representing the press and other means of publicity.

Hammer-Bray in West

HAMMER-BRAY Co. Ltd., Oakland (Spark Oil Heaters) on Sept. 20, started a 13-week campaign, using five-minute dramatized transcriptions on 17 Pacific Coast stations. The transcriptions were cut by Titan Productions, San Francisco. Stations are: KOMO, KHQ, KGW, KIDO, KIT, KOOS, KMED, KXRO, KIEM, KVCV, KMJ, KWG, KQW, KFBK, KSRO, KTKC and KHSL. The agency is D'Evelyn & Wadsworth, San Francisco.

XUM


BRINKERHOFF
RECORDINGS OF
Quality
ADVERTISING AGENCIES
PROGRAM BUILDERS
BROADCASTING STATIONS
U. BRINKERHOFF & CO
29 WEST 57 STREET N.Y.
PLAZA 3-3015

Shortwave Stymie Ended by the FCC

Orders 4 International Waves Opened to Temporary Use

ACTING upon the unanimous recommendation of the Interdepartmental Radio Advisory Committee, comprising delegates from the government departments dealing with radio, the FCC on Sept. 22 added four frequencies to the international broadcasting band to be made available for non-government assignments on a temporary basis and subject to cancellation at the discretion of the Commission without advance notice or hearing.

The four frequencies were among the five set aside by President Roosevelt by Executive Order for broadcasts between the United States and the Latin American countries. At the Pan-American Conference at Montevideo in 1933, Secretary of State Hull urged the American nations to expand their program interchanges and pledged United States cooperation, with the thought that eventually each of the 21 nations would exchange programs by international shortwaves.

Applications Made

The four frequencies involved are 9550, 11730, 15130 and 21500 kc. They will now be available for assignment under the stated restrictions, and NBC, General Electric and World-Wide Broadcasting System of Boston have all applied for their use. It has been indicated that a general hearing will be held before the Commission decides upon their assignment. A fifth frequency covered by the Executive Order, 6120 kc. is already being used under a temporary assignment by CBS for its Latin American service.

The action of the Commission, which was unanimous, is in the nature of an amendment to Rule 229 covering international shortwave assignments. It also sets at rest, temporarily at least, the dispute whether these frequencies should be reserved for a government operated international broadcasting station to counteract European propaganda. A bill proposing such a station in Washington was introduced in the last Congress by Rep. Celler (D-N.Y.), who prepared it in collaboration with and at the suggestion of Telegraph Commissioner George H. Payne.

The Interdepartmental Committee and the Commission were impelled to end the stymie over using these frequencies in order to verify United States priority in their use. They are already registered at the Berne Bureau of the International Telegraph Union for United States use, but custom demands that these be placed in use by the registering nation within a reasonable time.

Lea & Perrins Places

LEA & PERRINS Inc., New York (Lea & Perrins sauce), started one-minute live announcements on 30 stations Sept. 20. Spots which are broadcast once daily except Saturday and Sunday, will run for 39 weeks. Schwimmer & Scott, Chicago, is agency.

Following is the complete list: WMAQ WGST WFBR WGAR WNAC WBEN KRLD KLZ WXYZ WFBM WKRC WHB WHN WWL KECA WOW KPRC WIOD WJAS WREC KOMA WAVE KSTP WFIL KSD KTSA KGO WRC KJR KEX.

NBC Toscanini Series Will Be Started Dec. 25

ARTURO TOSCANINI, considered the greatest living conductor, has signed a contract with NBC for 10 sustaining concerts beginning Christmas night, Dec. 25, and will be heard Saturday thereafter at 9-10:30 p. m., EST, on the Red network. The conductor will receive $40,000 for the ten concerts.

The NBC Symphony Orchestra will make its first broadcast Nov. 13 under the direction of Pierre Monteux. On Dec. 4, 11, and 18, Artur Rodzinski will direct, and will resume after Toscanini's series is completed. Mischa Mischakoff, violinist and concertmeister of the Chicago Symphony Orchestra, will be violin soloist and concertmeister of the NBC Symphony Orchestra.

MIKE FOCUSING — This experimental "machine gun" microphone of Western Electric Co. was used by WOR, Newark, to cover the Legion parade in New York. The microphone is said to eliminate to a great degree sounds from other sources. J. A. Lovington, Legion machine gunner, is shown training the microphone on a band from a post on the Empire State building.

American Legion Meeting in New York Given Extension Coverage by Networks

WITH NBC, MBS and CBS vying to give complete word pictures of the American Legion Convention in New York Sept. 19-23, any set owner in the country who didn't know just what the boys were doing from dawn to midnight had only himself to blame. From Columbia's interviews with taxi drivers, policemen and hotel and restaurant managers as to their plans for taking care of the Legionnaires, broadcast on Saturday, Sept. 18, to the address of the new national commander on Thursday, Sept. 23, just before sailing for France, every feature of the convention was thoroughly covered by radio.

The bands, the speeches, the tributes, the meetings of Legionnaires and their Auxiliary, the 18-hour parade up Fifth Avenue, the reunions of various groups, and the many impromptu gatherings were all broadcast. James E. Sauter, president of Air Features Inc., who handled the convention's publicity, estimated that the broadcasts reached at least 80,000,000 listeners.

Covering the Parade

High spot of the session was the parade, which began at 9 a. m. Sept. 21 until 3 a. m. the next day. Both NBC and CBS had crews stationed at various vantage points along the line of march, in addition to mobile units which moved from place to place. Commandeering the front office of N. W. Ayer & Son Inc. at 42nd Street and Fifth Avenue for his headquarters, John D. Fitzgerald, who directed the parade coverage for CBS, could keep an eye on the line of march as he cued in his field men, were in constant contact with the temporary master control by either wires or shortwave.

A. A. Schecter, in charge of NBC coverage, did his directing from his office, unable to see the parade and depending on his pickups from the various points for his choice of broadcast at any particular time. Sponsors of NBC broadcasts on that day were offered parade pickups for use during all or part of their regular time if they wished, but only the Sun Oil Co., Philadelphia, accepted, Lowell Thomas using a couple minutes of the parade as local color for his news period.

The new WE "machine gun" or "bassoon" microphone was given its first eastern tryout during the parade by WOR-MBS. A bundle of 50 slender duraluminum tubes, ranging from an inch and a quarter to five feet in length, all coupled to a standard dynamic microphone, this tubular directional unit was mounted on a regular motion picture camera tripod, enabling it to be focused on any unit of the parade. Sounds directly in front of this microphone are clearly picked up; sounds from the side enter the tubes at varying frequencies and tend to cancel out. Dave Driscoll, who covered the marching veterans for MBS, found the machine gun mike especially useful in picking up the music of approaching bands and following them past his location. He also used this new unit to pick up the various points of action during a broadcast of the reenactment of the battle of Fleville, France, staged by the 1st Division on Governor's Island on Sept. 22.

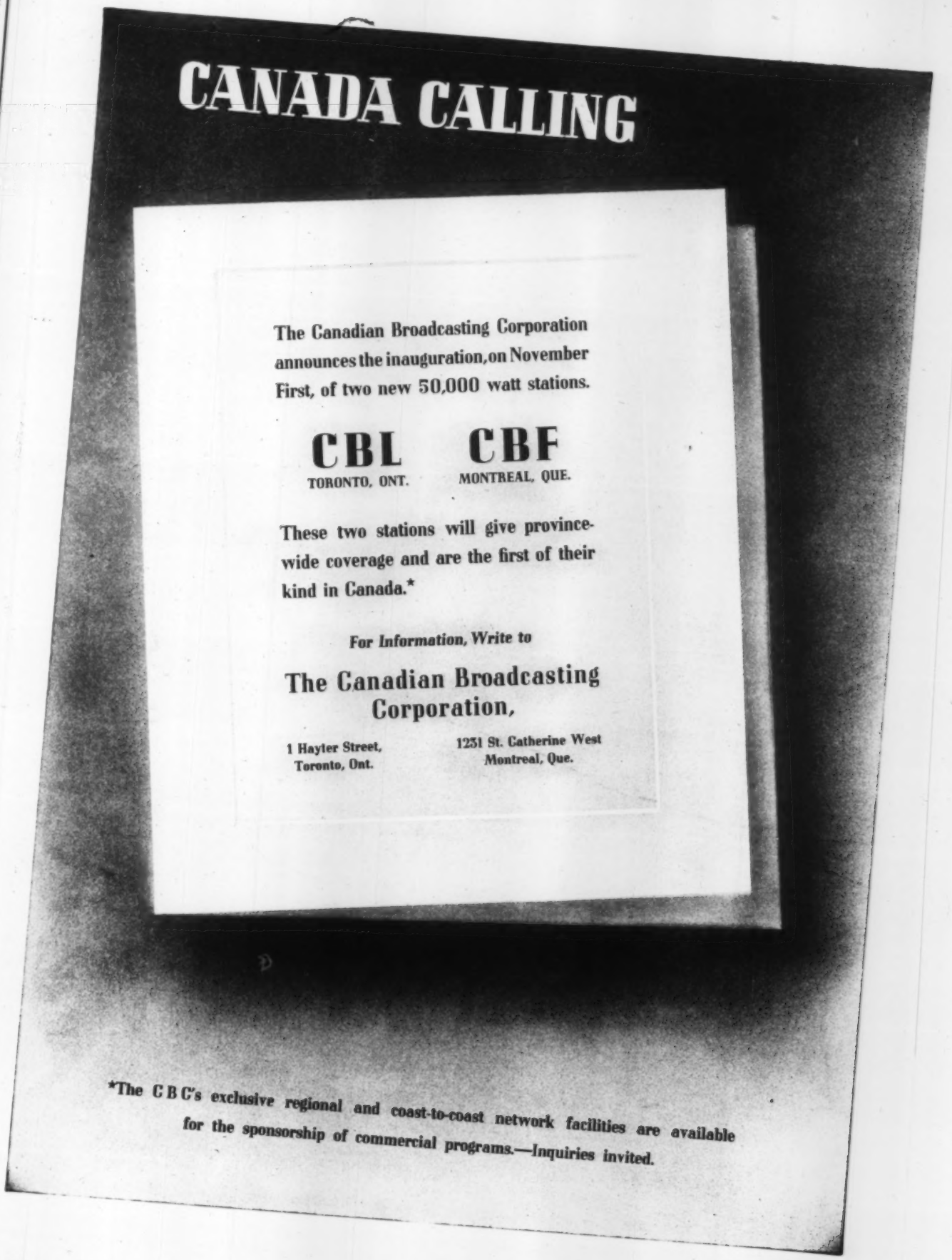
Despite the counter attraction of the parade on Tuesday, Legionnaires and their friends to the total of 20,150 toured the NBC studios on Monday, Tuesday and Wednesday, breaking the previous three-day record of 18,100 (Labor Day weekend, 1936) by more than 2,000. Another 1,300 Legionnaires attended the Philip Morris *Johnny the Call Boy* broadcast in Radio City's largest studio on Tuesday evening.

WRAX-WPEN Transfer To John Iraci Approved

IN THE first major transfer of license to be approved in several months, the FCC Broadcast Division on Sept. 21 authorized assignment of control of WRAX and WPEN, Philadelphia time-sharing stations on 920 kc. to John Iraci, of New York, president and general manager of WOV. Mr. Iraci assumes 100% ownership of the stations, which now will be consolidated into a single full-time unit with the call WPEN. The transfer was from Clarence H. Taubel to Mr. Iraci, and the consideration, in the aggregate, amounted to $240,000.

Simultaneously, the Division approved an increase in power for the consolidated stations of from 250 watts night and 500 watts day, to 1,000 watts full time on the 920 kc. channel, with a directional antenna. It also granted WPEN full time operation, taking over the WRAX time, which in effect involves simply a deletion of the latter call letters. The Division sustained, in general, the recommendation made by Examiner Berry.

MARCHING BY—Major networks spared no expense to give the nation coverage of the Legion parade in New York Sept. 21. Mutual and WOR used a bullet microphone (see photo at top of this page). At left is the NBC crew, with Charles Nobel just back of the parabolic microphone. Right photo shows CBS parade headquarters in the office of N. W. Ayer & Son Inc. with (left to right) James Kenney, engineer; E. K. Cohan, director of engineering, and daughter; Dean Bailey; Hal Kay, page; Bob Trago, in charge of technical operations; John D. Fitzgerald, in charge of the parade coverage, and Mrs. Cohan.


CANADA CALLING
The Canadian Broadcasting Corporation announces the inauguration, on November First, of two new 50,000 watt stations.
CBL
TORONTO, ONT.
CBF
MONTREAL, QUE.
These two stations will give province-wide coverage and are the first of their kind in Canada.*
For Information, Write to
The Canadian Broadcasting Corporation,
1 Hayter Street, Toronto, Ont.
1231 St. Catherine West Montreal, Que.
*The CBC's exclusive regional and coast-to-coast network facilities are available for the sponsorship of commercial programs.—Inquiries invited.

NBC Names Dixon West Sales Chief

Succeeds Anderson; Samuel Is Named to Press Post

AFTER serving more than eight years as sales manager of the NBC Western Division, Harry F. Anderson resigned Sept. 22 to become business manager of the *Honolulu Advertiser* at Honolulu. The newspaper owns KGU, NBC affiliate in the Hawaiian islands.

Sydney Dixon, who has been assistant sales manager in charge of sales in Hollywood, was appointed Mr. Anderson's successor, effective Oct. 1. He will continue to make

Mr. Dixon

Mr. Frost

Hollywood his headquarters and William B. Ryan of the San Francisco sales office will become San Francisco sales manager.

At the same time Don E. Gilman, vice-president in charge of the NBC Western Division, announced that on Oct. 1 L. S. Frost, who has occupied various NBC posts and who more recently has been assistant to Mr. Gilman, will leave for New York. He will be on an indefinite stay during which he will visit the NBC studios for a series of conferences concerning general Pacific Coast operations. He will return to Hollywood to resume his executive duties.

Mr. Samuel

Milton Samuel has been promoted to manager of the San Francisco press department of NBC. Activities in the Hollywood studio press department will continue under the supervision of Harold Bock. Samuel will have supervision over eight people in the Bay City press department, which will handle all the network publicity copy for the Coast. He was scheduled to assume his new position on Oct. 1, just eight years to the day since he joined NBC. He had been handling the Red network press releases previous to his promotion. Before joining NBC Samuel was in charge of publicity for KGO.

Samuel's old post will be filled by Robert McAndrews, now assistant to the night program manager in San Francisco. Before joining the NBC announcing staff in 1936 McAndrews was director of publicity of St. Mary's College. Jerry McGee will transfer from the production department to replace McAndrews, as assistant to the night program manager.

Further personnel readjustments effective Oct. 1 include the transfer of Marie Elbs from the press department to the continuity acceptance department and Nell Cleary from continuity acceptance to the press department. Charles Flesher of the San Francisco production department has resigned to enter agency production work in Hollywood. Glen Dolberg, formerly program manager of KFI-KECA, has been named as his successor.

David Elton is transferred from his position as producer of the *Woman's Magazine of the Air* to the NBC Hollywood production department and will be replaced by Fred Hegelund of the NBC San Francisco production staff. Lee Strahorn will take Hegelund's place.

WGAR-WJR Ruling Sets Precedents In Station Sales; Brooklyn Opinion

A PAIR of opinions by the FCC, one of which establishes legal precedent on transfers of licenses, were handed down during the last fortnight. The one involving the transfer application had to do with the shifting of control of WGAR, Cleveland, to WJR, Detroit, when, as a matter of fact, both stations are owned by the same principals. The second decision covered the so-called "Brooklyn cases" dating back to 1932, which have been reconsidered on two occasions.

The Brooklyn cases were decided June 29 but the Commission's statement of facts was not released until Sept. 15—some four months later. In that case, the FCC ordered deletion of two quarter-time stations on the 1400 kc. channel, authorizing WBBC to operate three-quarters time and WVFW to continue operating quarter-time. Deletion was ordered of WARD and WLTH. These stations, however, have appealed from the decision to the Court of Appeals of the District of Columbia, and are operating under stay orders pending the court's review of the decisions.

In a dissenting opinion in the Brooklyn cases, which was heard by the full Commission rather than by the Broadcast Division, Commissioner Irvin Stewart, who retired on June 30, dissented from the opinion of the majority. This dissenting opinion also was made public Sept. 15. He held that all four of the time sharing stations—WARD, WBBC, WLTH and WVFW—should be deleted and that full-time operation on the channel should have been given WEVD, New York, licensed to the Debs Memorial Fund but operated by the *Jewish Daily Forward*, contending such a grant would have been in the public interest.

Criticism of Delay

Appearance of these decisions, several months after the actions were taken, tended to provoke criticism of FCC procedure. In this connection, reports were published that one of the important reforms which will be asked when the newly-constituted Commission begins functioning, with Frank R. McNinch as chairman and with T. A. M. Craven as a new member, will be that of publishing the written decisions coincident with their announcement. Claims have been made that the present procedure is not only unfair but might be viewed as improper.

In the WGAR case, the issue was that of the application of WGAR Broadcasting Co., licensee of the Cleveland station, for consent to transfer control from G. A. Richards, Leo J. Fitzpatrick, John F. Patt and P. M. Thomas to WJR, The Goodwill Station Inc. The examiner had recommended that the application for transfer be granted, but on July 2 the Broadcast Division denied the application, effective Sept. 14.

It was brought out that the individuals mentioned held all of the 1,000 shares of stock outstanding on WJR and that the proposal was to transfer the stock to WJR as a means of consolidating the two properties. A portion of WJR stock has been sold over the counter to some 400 individuals other than those who originally held the corporation. It was brought out that the proposal to transfer the WGAR stock also included a plan whereby 20 shares of present WJR stock would be exchanged for each share of WGAR stock.

The plan also encompassed a further proposal whereby 9,200 shares of WJR stock would be turned over to W. E. Hutton & Co., brokers, so that the amount of stock of the two stations held outside the original ownership would be made coequal and consistent. Both stations then would be brought under the same corporate ownership and structure.

Financial statements of both WGAR and WJR, including earnings during past years, were covered in the decision, which disclosed that both stations have enjoyed increased earnings over a period of years. As to monetary benefits which may accrue to either station as a result of the transfer, the Commission held that it appears that WGAR "will not benefit from the sale of its stock but on the contrary that all of the profits from the sale of WGAR stock will go to the stockholders personally." The sale of WGAR stock, it was stated further, will result in a great financial benefit to the stockholders privately. But it was pointed out that the Commission is charged under the Communications Act "to look to the licensee for financial responsibility, and we are not convinced from the record that the licensee will, by reason of the transfer, be put in any better financial condition.

Public Service Aspect

"We are told the prices of the stock sold and to be sold were governed largely by the earnings of the stations. Under the existing American system of licensing broadcast stations, permitting the sale of time commercially, the Commission realizes that some profit must be obtained because stations are not always licensed to philanthropic and eleemosynary organizations. It is not felt, however, that this condition should also permit or require the sale of obligations by licensees unless some useful benefit will be served, particularly where it appears that the proceeds are to be obtained by the stockholders privately.

"Upon all the evidence and the data adduced in connection with the application, the examiner's report and the entire record, the Commission is of the opinion that while some minor or incidental benefit may accrue to the licensee itself in the nature of a more closely knit management of WGAR by WJR, the Commission is constrained to find that no direct public benefit will result in the granting of the application, but that the stockholders will benefit privately

(Continued on page 46)

CBS STOCKHOLDERS ARE LISTED AT SEC

STOCK holdings of CBS officers and directors filed with the Securities & Exchange Commission when the network obtained listings on the New York exchange were made public Sept. 17. The report shows that 11 officers own CBS stock, while a director of Class A stock, Dorsey Richardson, has no holdings. Portfolio listings were as follows:

Wm. S. Paley, president and Class B director, 20,530 Class A direct, 87,980 Class A through a holding company, 340,726 Class B direct, holds of record and votes as a voting trustee, 59,362 Class B; Donald W. Thornburgh, vice-president in charge of the Los Angeles office, 100 Class A; Herbert B. Swope, Class A Director, 11,000 Class A; James M. Seward, assistant secretary and treasurer, 200 Class B; Mefford R. Runyon, vice-president and Class B director, 1,346 Class A; Jacob Paley, Class B director, 24,958 Class A, 33,362 Class B; Arthur S. Padgett, 20 Class A; Samuel Paley, Class A director, 23,200 Class A, 28,000 Class B; Jerome H. Louchheim, Class B director, 19,610 Class A; Leon Levy, Class B director, 38,476 Class A, 44,924 Class B; Edward Klauber, executive vice-president and Class A director, 1,820 Class A; Isaac D. Levy, Class B director, 65,270 Class A, 25,530 Class B; Paul W. Kesten, vice-president and Class A director, 544 Class A; J. A. W. Iglehart, Class A director, 2,200 Class A; Harry C. Butcher, vice-president in charge of the Washington office, 175 Class A; Prescott S. Bush, Class A director, 124 Class A, 4 Class B; Hugh K. Boice, vice-president in charge of sales, 674 Class A, 40 Class B; H. Leslie Atlass, vice-president in charge of the Chicago office, 144 Class A; S. R. Dean, comptroller, 40 Class A; Herbert V. Akerberg, vice-president in charge of station relations, 238 Class A. Both classes of stock have a listed par value of $2.50 per share.

Six-Month CBS Profit Is Placed at $2,523,813

DURING the 26 weeks ending July 3, 1937, according to a report to stockholders, CBS and its subsidiaries had a gross income from sales of $17,640,184 and showed a net profit of $2,523,813 or the equivalent of $1.48 a share on the 1,707,950 shares of $2.50 par value that are outstanding. Its estimated federal income tax and surtax was stated as $530,797.

CBS, whose stock is now listed on the New York Stock Exchange, in this report showed a considerably improved position over the corresponding period of 1936 when its gross income from sales was $13,163,457 and its net profit $2,086,850, or the equivalent of $1.22 a share.

Pacquin Cuts Discs

PACQUIN Inc., New York (cosmetics) will start Nov. 1 a series of five-minute transcriptions entitled *Grace & Eddie Albert*. Program is recorded by NBC and will be heard three times a week on 15 stations, list of which is not yet available. Agency is Wm. Esty & Co. Inc., New York.

For Chicago Spot Coverage . . .

YOU'LL BE IN GOOD COMPANY... ON WENR

ONE of the great stations of the great NBC Blue Network, WENR wields tremendous sales influence in the country's No. 2 market. This advantage in Chicago itself extends to the prosperous towns and rural districts, where WENR's intensive selling power makes itself felt for many of the country's leading advertisers. WENR is a 50,000-watt station . . . equipped with every modern radio facility for doing a thorough selling job! *You'll be in good company with these leading advertisers:*

ADVERTISER	PROGRAM
Acme White Lead & Color Works	"Smilin' Ed McConnell"
*American Can Company	"Ben Bernie & all the Lads"
American Home Products Corp. –Anacin	"Easy Aces"
Brown & Williamson Tobacco Co.	"Tommy Dorsey's Orchestra"
*Campana Sales Co.–Italian Balm	"Campana's Variety Fair"
Elizabeth Arden	"Eddy Duchin and His Orchestra"
*Emerson Drug Company	"Sidney Skolsky–Hollywood News"
*General Foods Corporation –Huskies	"Believe It Or Not–Robert Ripley"
–Log Cabin Syrup	"Jack Haley & Variety Show"
*General Motors Corporation	"General Motors Concert"
Griffin Manufacturing Co., Inc.	"Time to Shine"
Grove Laboratories, Inc.	"Gen. Hugh S. Johnson"
Horlick's Malted Milk Corp.	"Lum and Abner"
*Household Finance Corporation	"Edgar Guest–It can be done"
Jergens-Woodbury Sales Corp. –Woodbury Soap	"Tyrone Power"
–Jergens Lotion	"Walter Winchell"
Lambert Pharmacal Company	"Grand Central Station"
*Lamont Corliss & Company	"Husbands and Wives"

ADVERTISER	PROGRAM
*Miles Laboratories, Inc.	"National Barn Dance"
*Pacific Coast Borax Company	"Death Valley Days"
Pepperell Manufacturing Co.	"Dr. Karl Reiland"
*Pontiac Motors	"Pontiac Varsity Show"
*Procter & Gamble–Ivory Soap	"The O'Neills"
*–Oxydol	"Ma Perkins"
*–Camay	"Pepper Young's Family"
*–Chipso	"The Road of Life"
*–Crisco	"Vic & Sade"
*–Ivory Soap	"The Gospel Singer"
*–Ivory Flakes	"Life of Mary Marlin"
Radio Corporation of America	"The Magic Key of RCA"
Sachs, Morris B.	"M. B. Sachs Amateur Hour"
Sherwin-Williams Company	"Metropolitan Opera Auditions of the Air"
*Standard Brands, Inc.–Bakers	"Werner Janssen's Orchestra"
Swift & Company	"Junior Nurse Corps"
Warner Company, Wm. R.	"Warden Lawes–20,000 Years in Sing Sing"
Wasey Products	"Carson Robison & His Buckaroos"
Welch Grape Juice Company	"Irene Rich"
Zenith Radio Corporation	"Zenith Foundation"

**NBC programs broadcast by Station WLS which uses same transmitter and frequency as WENR*

"When in Doubt...Follow the Leaders"

TOPS IN SPOT

STATION WENR CHICAGO, ILL.
50,000 WATTS 870 KILOCYCLES
NBC BLUE NETWORK
Completely Programmed by NBC

Winning the West for Breakfast Food

An Agency Lady Explains How Albers Brothers Used Unusual Program for Cereal Campaign

By MISS MARIGOLD CASSIN
Radio Department, Erwin, Wasey & Co., San Francisco

WITH a crazy program title, **Good Morning Tonite,** *and a night-before-breakfast series for serials, all conventional programming ideas were upset to make a success of breakfast food sales. Miss Cassin tells how a contest put on primarily for women was won by a man and outlines the antics that made this unusual program conventionally unconventional, formally informal and surprisingly successful for the sponsor.*

IF it's breakfast food you're selling, you might take a tip from Albers Brothers of Seattle—morning starts the night before, so bid your potential customers *Good Morning Tonite.* If on the face of it, that doesn't seem to make good sense, just remember that several hundred thousand people up and down the Pacific Coast felt the same way about it in the fall of 1936, when the title for this Tuesday evening NBC show at 8:30 p.m. on KFI, Los Angeles; KPO, San Francisco; KGW, Portland, KOMO, Seattle, and KHQ, Spokane, first began hitting them in the eye from their radio pages. It looked to them as it probably looks to you—a typographical brainstorm. But the curiosity of the listeners was aroused, which was the first step. Then they listened, and soon found that the whole thing did make sense, and very good sense at that.

But it is from the sponsor's point of view that it has made the best sense, because it has demonstrated that tonight is the best time to sell tomorrow morning's breakfast food—*tonight,* when the evening radio audience is at its maximum, when the housewife is relaxed, ready to be entertained, and willing to listen to any helpful little suggestions which will assuage the woes of early morning cookery. Catch your woman at 8:30 p.m., Albers have found, when the supper dishes are washed and your customer has given up the idea of going to the movies, yet is not quite ready to call it a day, and she's pretty certain to listen to your message. That is, if you can say it with acceptable, middle-road music, and in honest, straightforward continuity. Broadcast a musical and mental tonic *tonight* and you will go a long way toward assuring a pleasant, profitable *good morning.*

Results of Contest

That the idea of presenting, on the night before, an easy-to-listen-to musical program with a definite tomorrow-morning philosophical slant is a good one, we believe has been amply demonstrated by the success of *Good Morning Tonite.* Since its inception last year, it has "paid off" again and again in gratifying dividends of increased sales and good-will. Originally planned for 13 weeks, the Albers show has been renewed three times, and has continued through the summer months—something never before done with this account.

Concrete evidence of listener interest is shown by the success of the recently $2,000 slogan contest, in which listeners in the West only were invited to submit, together with a box top from an Albers' Pearls of Wheat package, a slogan of six words or less suitable for featuring around the cellophane window of the new Pearls of Wheat package. Response to this contest, resulting from only nine programs, ran into 31,169 entries, all from western listeners.

Amusing enough, although the contest was planned primarily to catch the interest of the women, one out of four of the 269 prizes offered went to a male contestant, and the grand prize of $500 went to a man. Similar success attended the offering of an electric waffle iron, complete with heat insulator, cord, plugs, and numerous special features, for $2.25 and the top from a package of Albers' Flapjack and Waffle Flour. This offer was confined to radio alone, without mention in other advertising except for a few special retail outlet displays, yet more than 3,500 waffle irons were distributed, with only five announcements over the air.

MARIGOLD CASSIN

Although we believe the success of the program is primarily due to the fact that the night before is the right time to sell breakfast foods, much credit for the acceptance of the broadcast must go to the quality of talent and type of music offered. Conductor of the *Good Morning Tonite* program is Gyula Johann Ormay, Hungarian pupil of the great Moszkowski, and well known in Pacific Coast musical circles.

Choosing the Right Time

Artists heard regularly include such outstanding western personalities as Kathryn Julye, harpist; Frank Houser, first violinist with the San Francisco Symphony; Betty Marino, widely known concert artist; and 14 other equally fine musicians. The vocal ensemble includes Edwin Imhaus and Gwynfi Jones, both popular tenors; Oliver Jones, basso, and Marsden Argall, baritone, familiar to San Francisco opera goers; Elsa Behlow Troutner and Myrtle Claire Donnelly, sopranos, and Margaret O'Dea, contralto. None of them "big names" from a national point of view, perhaps, but each one an artist with a definite following and genuine talent and artistry.

The hour of the broadcast is a happy one, too, coming as it does after several consecutive programs of dance music. For *Good Morning Tonite* benefits through the contrast of its light classics, occasional opera excerpts, and ballads of the quiet, flowing type. The program strives to keep on the happy "middle-road" in music, and much care is given to selecting the numbers comprising each program.

To sum it all up briefly, the tip from *Good Morning Tonite* is simply this: Select the audience you want to reach; give them the kind of music you believe will be most pleasing to them; present it at a time when they are relaxed and open to your message; make that message as sensible as words will permit and present the program with the best possible talent. Above all, never take the attitude in your selling copy that "the dear public must be educated" and give them a patronizing, piece of commercial. If you make it practical, reasonable, and convincing, they'll listen. And they'll take it. And they'll buy. And what's more, your sales department will have a "Good morning" every morning.

Network Series Revised By Fleischmann's Yeast

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Bakers), started Sept. 27 on 15 Yankee Network stations, *Getting the Most out of Life,* inspirational talks by Dr. Wm. L. Stidger. Music will be supplied by the New England Singers. Scheduled to run for 13 weeks, the program is heard Mondays through Fridays at 12 noon to 12:15 p. m. (EST).

On Oct. 3 Standard Brands will return *Bakers' Broadcast* to the air, starring Ozzie Nelson and Harriet Hilliard, and Feg Murray, cartoonist. The program replaces Werner Janssen's musical program, in the interests of Fleischmann's Yeast for Health, and will be broadcast on 61 NBC-Blue network stations, Sundays from 7:30 to 8 p. m. The company has dropped plans for a new show Wednesdays 8:30-9 p. m. on the NBC-Blue network [BROADCASTING, Aug. 15]. Agency is J. Walter Thompson Co., New York.

AGENCY activities of CBS subsidiaries, Columbia Artists Inc., and Columbia Concerts Corp., will be coordinated in Hollywood under Columbia Management of California Inc. W. Arthur Rush is in charge of the Hollywood office established in the Equitable Bldg., with Larry White as assistant. Representation in films, radio, concert and stage will be handled from that office.

WEW Signs Sponsors; Overhauls Equipment

ITS STAFF completed and with new RCA equipment purchased for a complete overhauling, WEW, St. Louis University station which has been operating since 1921 on an institutional basis for the Jesuit institution which owns it, is now on a commercial basis, according to a report to BROADCASTING by A. S. Foster, business manager. Mr. Foster, formerly with WWL, New Orleans, also operated commercially by the Jesuit Loyola University, stated that Father Wallace A. Burk had been called from Albuquerque to supervise the new operations. Father Burk also formerly was associated with WWL.

The station's first commercial account is the local Carson Furniture Store, using newscasts. Dick Cross, who has managed WEW for the last five years, has temporarily been assigned to the post of program director. Ralph Stein, formerly with KMOX, as assistant conductor, is musical director. Bill Durbin, formerly handling a man-on-the-street program at WTMV, is announcer. Alex Buchan is manager of the sports department.

IGA Now Placing

INDEPENDENT Grocers Alliance, Chicago (IGA—cooperative retail grocers), has placed its business with Russel M. Seeds Co. Inc., Chicago. IGA Stores, which used *Girl in a Million* transcriptions on about 25 stations last year, plan to use even more outlets this year, starting about Oct. 15. Minute dramatized transcriptions and quarter-hour transcribed dramatic programs will be used depending on the size of the market. Stations already set are WDAY, WHO, WCCO, and KFYR.

Autos Lead on CBS

AUTOMOTIVE ADVERTISERS spent 320.9% more on CBS during June, July and August of this year than for the same period last year. Figures were $340,986 for 1937 and $199,812 for 1936. Billings for other classifications were:

	1936	1937	% increase
Soap, household	$150,472	$542,992	260.9%
Tobacco	821,707	1,337,472	62.8%
Lubricants, fuel	330,177	475,340	44.0
Drugs, toilet art.	721,544	948,038	31.4
Food, food drinks	1,173,782	1,348,163	14.9%

Pinex on WLW Line

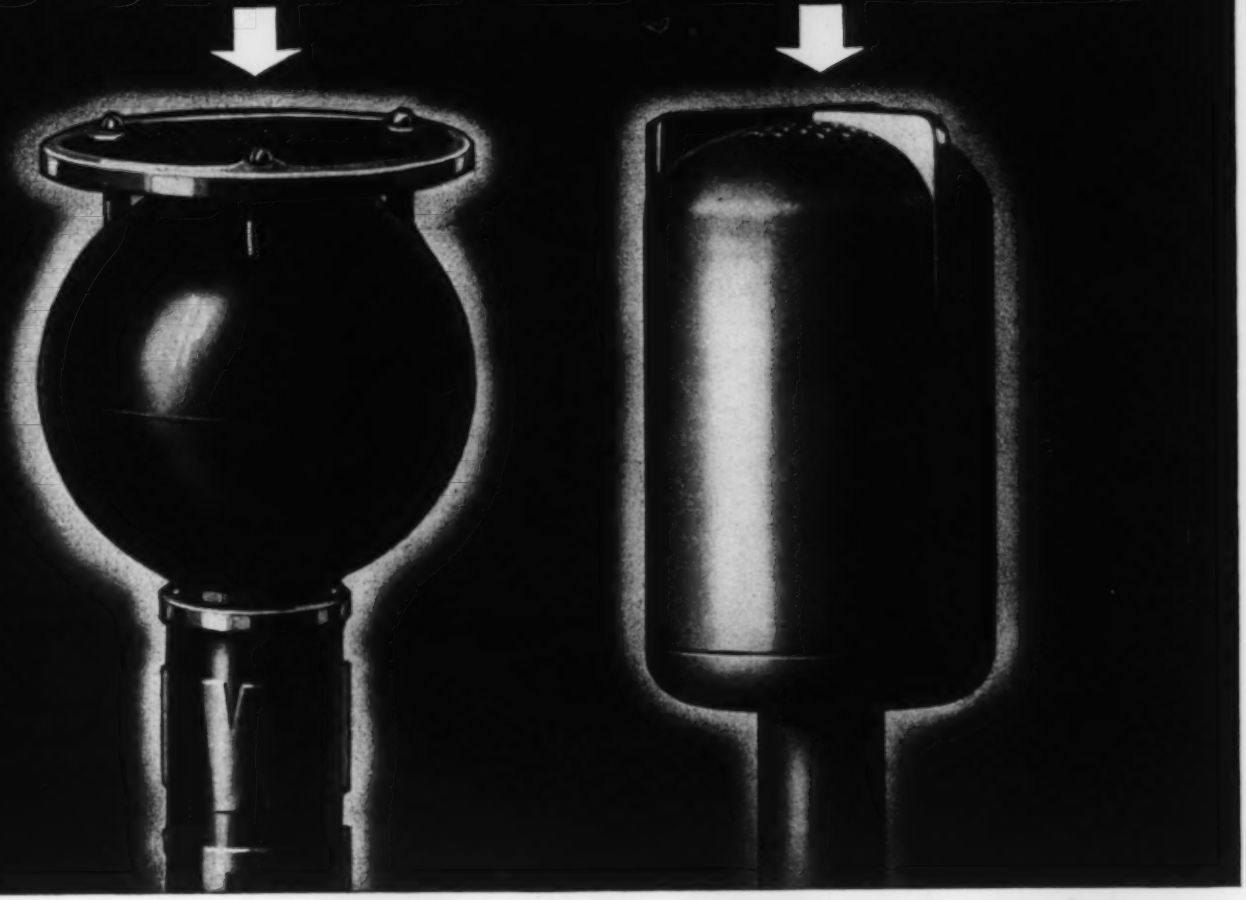
PINEX Co., Fort Wayne, Ind. (Pinex) on Oct. 2 will start a daily quarter-hour hillbilly program on four stations of the WLW Line, and a Saturday night half-hour show. Other outlets may be added later. Stations are WLW, WHN, KQV and WFIL. Russel M. Seeds Co. Inc., Chicago, is agency.

Pinoleum To Test

PINOLEUM Co., New York (cold remedies) will start Oct. 18 as a test campaign a series of spot announcements to be broadcast once and twice daily for 26 weeks. The agency is Pedlar & Ryan Inc., New York. Stations are WQXR, WHN, WNAC, WMAQ, WBBM, KYW, WTAM.

KWLK are the call letters assigned for the new 250-watt daytime station on 780 kc. at Longview, Wash., authorized Sept. 14 by the FCC.

Just try to find a program you can't pick-up better with the "8-Ball" or the "Salt-Shaker"



Between them, these two famous Western Electric mikes meet every broadcasting need. Both can be used for non-directional pickups—both can be transformed quickly for directional work by simply putting on their acoustic baffles.

The "8-Ball," which jumped into immediate popularity two years ago, is still being bought in bunches. And orders for the newer "Salt-Shaker" keep pouring in from broadcasters—and from Public Address operators who find it ideal for their work, too.

At the low prices, you can't afford anything less than the true Western Electric quality these two mikes will give you! For full details: Graybar Electric Co., Graybar Bldg., New York.

Distributed by GRAYBAR

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

Two World Conferences Entail Technical Work By Engineers at FCC

WITH TWO international radio and communications conferences scheduled within the next five months, plans are going forward at the FCC for full technical preparations.

On Nov. 1, the Inter-American Radio Conference, comprising the nations of North, South and Central America, begins in Havana and will be devoted solely to radio. Important questions of allocations affecting broadcasting as well as regulations governing assignments will be considered at this treaty-making conference. The American delegation is expected to be named shortly.

A preparatory technical conference for the Havana sessions was held in the Cuban capital last March, at which time engineering experts of the United States, Canada, Mexico and Cuba agreed upon fundamental allocation principles to be considered at the forthcoming sessions. Comdr. T. A. M. Craven, the FCC chief engineer and now a commissioner, was chairman of the American delegation and probably will serve on the delegation shortly to be named by the President.

On Feb. 1 the International Telecommunications Conference begins in Cairo, Egypt, probably to run several months. Only the broadest principles of broadcast allocation will be covered at the Cairo sessions, it is thought, with the major problems centering upon telephonic and telegraphic communications and probably international broadcasting. Practically every matter of importance to broadcasters in this country with relation to allocations and regulations is slated for settlement at the Havana, rather than the Cairo conference.

Preparations for the Cairo conference moved forward during the week of Sept. 27 with studies of the radio problems of all nations distributed through the Berne International Bureau. The groups studying technical matters met Sept. 27 under the chairmanship of Dr. J. H. Dellinger, Bureau of Standards radio head; the traffic subcommittee headed by Capt. S. C. Hooper of the Navy met Sept. 28; the administration subcommittee headed by Comdr. J. H. Farley of the Coast Guard assembled Sept. 29 and the allocations subcommittee will meet Oct. 8 under the chairmanship of acting chief engineer E. K. Jett, of the FCC.

Bunte to Buy Spots

BUNTE BROTHERS, Chicago (candy bars), has appointed Homer McKee Inc., Chicago, as advertising agency. Spot announcements will be used on at least 50 stations with definite plans to be formulated when Ferd A. Bunte, vice-president and advertising manager, at Bunte Brothers, returns to Chicago Oct. 3 at which time he will confer with John D. Driscoll, account executive.

UPON his return from Europe Sept. 25, it was announced that Father Coughlin's new radio series will definitely start over an independent hookup Oct. 31, running for 26 Sundays and placed through Aircasters Inc., Detroit.

WHBF Forms Volunteer Booster Club

A BOOSTER club has been formed by WHBF, Rock Island, known as the WHBF Ambassadors, an unofficial promotion organization. The club was launched in September with a banquet (see photo) and theatre party, members also being given merchandise gifts. Some 40 workers in nearby towns are pledged to serve the station by talking WHBF and its programs to friends and by urging them to buy products advertised over WHBF. The idea was conceived by Clair Heyer, national sales manager. It was developed from an organization of 40 correspondents who had been sending in personal items for the *Mississippi Valley News* program. After contributing news for two years, the correspondents describe themselves as members of a sort of 'WHBF Family" and are anxious to do their part in boosting the station.

A DEPARTMENT STORE'S RADIO

Old-Line Elmira Institution Uses Modern Medium Coupled With Conservative Policy

By FRANK T. KETTER

Radio Publicity Manager, Sheehan, Dean & Co. Inc., Elmira, N. Y.

Mr. Ketter

WOMEN'S clothing and the accessories, in fact all the goods that women buy constitute a multiple-ring circus of sales.

Fashion and materials take the focal point of feminine conversations that over-ride a popular radio program or a popular stage production, crowding out any masculine attempt at talk.

Women comprise about 85 percent of the nation's buyers. This seems to mean that they buy men's wear, too. It means they'd listen to talk on men's wear. Who buys the socks and underwear in YOUR family? Isn't it a safe bet that nine out of ten times your wife does? What of items for the children or the infant? Why . . . all *you* do is earn the money .

Sheehan, Dean and Co., Elmira, is a 50-year-old dry goods firm whose reputation of leadership followed it through good and lean years. Sometimes a drag. It was a drag so long as the *idea* of leadership was ignored and unexpolited. Then something happened. Newspaper advertising was first to step in line with modernism. It stepped right out—basically sound advertising—to do a job of faithfully representing a store hoary in tradition and high principles. It led the way for a newer idea in advertising, a new method of handling an old thought. It was left for the new treatment and directional impulses of radio to make it a big natural!

We kept before us two visions; the usual groups of women talking style over bridge table and kitchen sink; the vision of a store that had satisfied it's *older* customers for generations. We decided to put a different twist on the old stylist broadcast idea that would put our message directly into the home and into the lady's heart.

Over the aura or atmosphere of the address to "my lady" we put a canopy of truth. Whatever we might do we must tell the truth and the whole truth. If we had a material 25% silk and 75% man-made fiber, we'd say so. If a certain appeal was to be made in our own self interest, there must be some mutual benefits and we must include both angles of the topic.

Our station — WESG, Elmira — suited us perfectly, had all the facilities and the coverage we could ask. Since then our confidence has strengthened by its cooperation.

A style show for a small group of women in a certain department was scheduled and advertised in both newspaper and radio. About 125 women were present. They were asked pointblank whether they listened to this store's broadcast *regularly*. Ninety-five of them raised their hands in assent. But did it bring cash business? More business than we thought the medium had a right to expect.

We had a large shipment of summer wool blankets and they were displayed in the window on a Monday. They were given a five-minute broadcast on Wednesday while the newspaper display appeared the following Thursday evening. Naturally a steady movement was noted as soon as the window display went in. But during the afternoon and the day following the broadcast a really big sized hole was made in that shipment of blankets. So big that we hesitate to state the size in numbers of blankets for fear it might be thought an exaggeration.

So now we have a program, conceived and carried out to success, the heart of which will now be explained. The treatment of copy managed most of the twist while the presentation did the rest.

There's a way of talking intimately and confidentially that brings the hearer close to the broadcast. Then there are two or three more "details", the details being very important. Decision was made in favor of a male exponent because of the obvious fact (if you'll think a minute) that women like to listen to a man's voice, another natural! The speaker had to be a pretty good one, a public speaker if possible, one who could get close to the microphone and talk directly to the heart of the listener.

Script is Important

Then the script came in for attention. The script must have one central theme around which must be crystallized a subtle appeal in the utterly uncommercial talk about merchandise. There you have it—the material must be true, it must be informative, it must be glamorous and interesting, there must be a romantic twinge to it and all must be concentrated on *one* item of merchandise. This put it's own limit on the length of our broadcast. Five minutes of this is interesting. Six minutes is boring.

Writing the script was the trick. It had to be original and flavored with personality—and still faithfully express the individuality of the store itself. Price must hardly be mentioned. There must be no ballyhoo.

Sincerity and naturalness are coupled with a straightforward bit of information. That means the script writer must have newspaper instincts to report his merchandise information without error but with interest. Next the script writer must be quite versatile and an original-thought man, one who can and does create new atmosphere, a new idea for each broadcast—one who can wield a farflung net of romance, adventure, philosophy and pictureful glamor while he speaks of material fact.

Let's see what the script looks like when it is finished;

"Anyone likes to see a trimly clad ankle. The feminine emphasis seems to come from the sheer whisps of flattery that we call by the name of hosiery. Don't *you* think so? What would be your answer to this question: 'What is the most flattering thing a woman ever wears?' Is there a doubt but that the sheer film of silk veils your ankle with a touch of glamor? Just an elusive mist of smart color, fragile clothing that weaves a subtle enchantment of shadowy charm. But perhaps you feel that such stockings are luxuries you can't afford . . . and yet, there's an answer to that problem . . . from Sheehan, Dean of Fashion.

"Surely you've had this experience — you've dressed carefully — you want to look your best—you arrive at a party all set for a grand time, and then . . . well, maybe it's just as you stoop to pick up your handkerchief when zip . . . there's an ugly runner in your stocking."

I am the American Radio Listener!

FOR me, genius has slaved.

For me, Marconi dared, Edison worked on, great men and minds schemed and sweated that a sound might come to me in the loneliness of the night.

Now to my living-room, come the voices of presidents, kings, statesmen, and holy men, such as no man gone before ever heard.

To my ears, from the four corners of the earth, comes the news of the day as it happens—without prejudice or censorship—that I may know what's about me.

To my farm come prices from the world's market places that I may, each day, receive fair exchange for my labors in the field.

To my home comes the music of the world's greatest masters; the thoughts of the world's greatest men—without compulsion or cost.

At my finger tips is the world's finest entertainment, to take or leave as I wish—for many compete for my favor.

No person decrees to what I shall listen; no government taxes me. In America radio is free.

This is the American System of Broadcasting.

I am perfectly willing to gamble with the advertiser who pays the bill because he is perfectly willing to gamble with me. I do not have to listen if he doesn't interest me.

There is always someone else, somewhere on the dial, should he bore me; there is always adequate redress should he offend me.

When emergency strikes, radio lifts me from the flood waters, brings me shelter and food, reunites my family, opens the purse strings of the nation to my plight.

When the night sets in, radio fills up the long hours; through the day brings my children wholesome stimulation; my wife relaxation and enjoyment.

I am the beginning and end of every radio consideration, for I am the American radio listener!

I am pleased because I am well served. That is why I own 30,000,000 radio sets—that I may listen to what I choose, when I choose.

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio* • • • • HARRY STONE, *General Manager*

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

NBC-RCA Test Television Outdoors

Mobile Unit Being Used By Field Crew for Experiments

PREPARING for the day when television will be expected to cover big outdoor events such as sports, parades and the like, NBC and RCA television experimenters this month will launch a new phase of their tests by placing in the field a mobile unit consisting of two specially constructed motor vans each about the size of a large bus. The new apparatus is scheduled for delivery Oct. 18. From this unit pickups will be made of sight and sound, one van carrying picture and sound pickup apparatus and the other a video transmitter operating on the 177,000 kc. band for relaying to the main Empire State transmitter and thence to the 100 or so model television receivers in the laboratories, offices and homes of RCA-NBC officials and engineers. Authority to utilize the new ultra-shortwave band was granted by the FCC recently. Ten men will man the two vans, and the video transmitter's range is expected to be about 25 miles.

Although the British Broadcasting Corp., which already has introduced television on a public scale in London, has been carrying outdoor pickups from vans presumably like those on order by RCA-NBC, this will be the first time the Iconoscope cameras have been taken into the field in the American experiments. The BBC outdoor pickups have been using both shortwave relays and the coaxial cable to connect with the main transmitter in Alexandra Palace, and used them with marked success during the recent coronation.

Training a Crew

Lenox R. Lohr, NBC president, announced the new experiments Sept. 23, stating that immediately upon delivery of the vans, engineers will begin their work with it but warning that the field broadcasts, like those hitherto conducted in the laboratory, are on a "strictly experimental" basis. O. B. Hanson, NBC chief engineer directing the television work, declared that "our immediate purpose is to train a group of men in handling the problems of special events.

"We shall have need of all the practical experience we can accumulate," Mr. Hanson continued, "between now and the day when television becomes a daily public service. When that will be, even in the limited area of New York City, it would be foolhardy to guess."

Both RCA and NBC have detailed large groups of radio engineers to the television task, with the latter recruiting some of its likeliest young men from its 15 owned and managed stations during the last year and sending them to New York for schooling and practical work. This summer NBC's Coordinator of television, C. W. Farrier, has been studying methods and systems in Europe.

Describing the new apparatus, NBC stated:

"The television system to be used will be entirely electric, based on the cathrode ray tube developed by the RCA Manufacturing Company.

"The van mounting the video, or picture, apparatus will be the mobile equivalent of a television studio control room. It will be fitted with television and broadcasting equipment similar to that now in use at Radio City. This will include two cameras, video amplifiers, blanking and deflector amplifiers, synchronizing generators and rectifiers for supplying the Iconoscope beam voltages. The principal sound apparatus will be microphones, microphone amplifiers and sound mixing panels. All the equipment will be mounted on racks extending down the center of the van, affording easy access to any part for repairs, and the alterations which will arise from the outdoor experimentation.

"Directly in front of the operating engineers in the semi-darkened control room will be two monitoring Kinescopes. One will show the scene actually being transmitted; the other will show the scene picked up by the second Iconoscope camera preparatory to transmission. Sound will be picked up by a variety of microphones, including the parabolic microphone developed in the NBC laboratories, and will be monitored by loudspeaker. An elaborate telephone cue circuit will keep the 10 engineers in contact with each other.

"The two Iconoscope cameras, to be mounted on tripods, will be technically equivalent to studio cameras, although considerably lighter in weight. Focusing will be by looking directly onto the plate of the Iconoscope, instead of through a separate set of lenses, as in the case of studio cameras. The cameras will transmit the image through several hundred feet of multiple core cable, affording a considerable radius of operations. Four operating positions will also be available on the roof of the van.

Plan Power Unit

"The micro-wave television transmitter will be housed in the second van, linked to the first by 500 feet of coaxial cable. Here the principal apparatus will be the radio frequency unit, generating the carrier wave for picture signals, and modulating apparatus for imposing picture signals on this carrier. The signals will be transmitted to the Empire State station's directional receiving antenna either from a single dipole antenna raised on the van's roof, or from a highly directive antenna array raised on the scene of the pickup.

"Because the transmitting equipment will generate much heat in operation, the interior of the van will be cooled by air drawn through filters at the rear of the vehicle and forced out through the front compartment. A water cooling system will be installed to maintain tubes at operating temperatures.

"NBC engineers are at present designing a completely self-sufficient power unit to be used where suitable power supply for the mobile station is not available from New York's commercial service. Occupying a third motor van, this unit will be a generator driven by a gasoline motor and capable of supplying the alternating current required by both the control room apparatus and the transmitter. Power for the mobile station must be free from fluctuations which might seriously affect the operation of television apparatus."

2,000 Televiewers

FIFTEEN manufacturers offering television receivers ranging from $200 to $500 in price have succeeded in selling only about 2,000 sets to the trade in the year since the British Broadcasting Corp. started public television broadcasts in London, David Sarnoff, RCA president and NBC board chairman, told ship news reporters when he returned from Europe Sept. 25. Test sets being tried out by RCA engineers, who have not yet permitted the public to view their transmissions, are fully as good as the British models, said Mr. Sarnoff, who added that Britain taxes radios and subsidizes television and thus can move ahead to the extent that funds are available.

TELEVISION STAR—Miss Patience, NBC's television mannequin, is submitting to experiments of makeup artists and engineers. The charming dummy is submitting to a light meter while posing for the television camera in the top photo. Below, some of the boys are admiring her charms. Left to right are O. B. Hanson, NBC engineering chief, F. A. Wankel, R. W. Clark, H. P. See, R. A. Monfort, and H. C. Gronberg.

WMCA Completes Plans To Enter New Quarters

WMCA, New York, has just signed an eight-year lease for 30,000 square feet of floor space in the building at 51st St. and Broadway, above the Hollywood Theatre. The station's new quarters, which are expected to be ready for occupancy about Jan. 1, 1938, will include nine studios, filling the entire fourth floor, and 65 general administrative offices in the penthouse of the structure, which will be known as the WMCA Building. Studios, all to be built and equipped in the most modern manner, will include a broadcasting ampitheatre seating 300 visitors. All studios will be soundproofed and air conditioned.

The station's new location, which will afford just about double the present space, is its third since 1925 when WMCA was located in two rooms of the McAlpin Hotel. In 1928 the present location in the Hammerstein Theatre Building was selected and during succeeding years the station has expanded from 6,000 to 18,000 square feet.

PLANS for an additional building in the RCA Radiotron group at Harrison, N. J., were disclosed Sept. 15, with an announcement by the city's mayor that the $750,000 to $1,000,000 structure will be used for the manufacture and storage of television tubes.

W·G·A·R GOES COLUMBIA

Clothes make the man, they say. And likewise, programs certainly make the radio station!

Ever since our first venture into the ether, we've been as fussy about our programs as a prep school lad getting into his first tux.

And now, we are prouder than ever as we further improve our array by having the swell programs of the Columbia Network to put before our listeners.

Just in case you haven't heard, we strut our stuff through the state's richest market, the Northern Ohio counties in which live more than two million folks (better than ⅓ Ohio's population). We reach the homes that spend one of every three of the state's retail dollars. We are rated tops in number of accounts and total dollar volume in this fertile sales area.

And we haven't gone high hat in our new togs. The old rate card is still in effect.

W·G·A·R

CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

Federal Monopoly Of Radio Stations Opposed by Crane

Carl Menzer Named President Of Educational Group

ASSERTING that the National Committee on Education by Radio does not advocate a government monopoly of radio but favors the ownership of some facilities by non-profit agencies, Dr. A. G. Crane, president of the University of Wyoming and chairman of the NCER, told the annual convention of the National Association of Educational Broadcasters at the University of Illinois Sept. 13-14 that "there must be a place and a provision made for state-owned, institutionally-owned, school-owned, city-owned stations."

Dr. Crane outlined a cooperative plan proposed for certain regions under which educational institutions and broadcasters would work together and under which a "council" would be formed and certain periods devoted to educational programs. "The Committee," he said, "feels that educational stations are rendering a pioneer service. They must be preserved and their numbers multiplied."

S. Howard Evans, secretary of the NCER, reporting on Washington developments, referred to the White Resolution for an investigation of radio as "the most exact indictment ever made of the radio industry" and asserted that "things are in such a condition in Washington as to indicate that there is need for an explanation of radio's activities."

The delegates, comprising for the most part heads of educational-owned stations, heard their retiring president, H. B. McCarty, of the University of Wisconsin, assert that the problem of radio educators is the problem of facilities. He declared that educators can build programs, can hold audiences and can render a service if given access to the radio audience. He referred to the "high pressure methods" of commercial broadcasters to entrench further the "American system" and said Congressional and public opinion are not entirely favorable to their position.

Speakers and Topics

Among the other speakers were W. I. Griffith, WOI, on "How Educational Stations Win and Hold Listeners"; L. A. Astell, University of Illinois, on "Auditory Education"; Everett Mitchell, NBC, on "Announcing"; Elmo Scott Watson, Western Newspaper Union, on "Continuity Writing"; Gomer Bath, WMBD, on "Services of an Educational Station"; John Doak, University of Illinois, on directional antennas; Carl Menzer, WSUI, on an educational network by means of rebroadcasting; A. James Ebel, WILL chief engineer, on equipment; John Stiehl, WHA chief operator, on recording technique and equipment; Prof. F. S. Siebert, University of Illinois on "Regulations and Copyright Law;" Elmer G. Sulzer, organizer of Kentucky's mountain listening centers, on "Listening Groups."

Mr. Menzer, veteran manager of WSUI of the University of Iowa, was elected president; H. A. Engel, WHA, University of Wisconsin, vice-president; W. I. Griffith, WOI, Iowa State College, treasurer, and Frank Schooley, assistant to Joseph F. Wright, director of WILL of the University of Illinois, executive secretary. The executive committee elected comprises Garland Powell, WRUF, University of Florida; Homer Heck, WNAD, University of Oklahoma; Harold G. Ingham, KFKU, University of Kansas; Luke L. Roberts, KOAC, Oregon Agricultural College; C. A. Taylor, WESG, Cornell University; H. B. McCarty, WHA, University of Wisconsin.

KEY — With the new $125,000 transmitter, 5,000 watts, for KSFO, San Francisco entirely completed and operating James Middlebrooks (right) CBS construction engineer, hands over the key to the modern new plant to KSFO General Manager Phil Lasky.

WOR Appoints Samuels As Executive Producer

ARTHUR H. SAMUELS, for the past seven years editor-in-chief of *Harper's Bazaar* and *House Beautiful* and formerly associate editor of the *New Yorker*, will become executive producer of WOR, Newark, on Oct. 11. In this position, which is a newly created post in the program department, Mr. Samuels will specialize in the production of a number of current and new WOR-Mutual sustaining programs, experimenting with new program forms. He will also develop programs and program ideas for commercial sponsorship, particularly in the field of "station tested" programs. Composer of the scores of two Triangle Club shows while at Princeton, where he was also conductor of the Club orchestra and accompanist for the glee club, Mr. Samuels has since collaborated in composing scores for "Poppy" and other stage productions and is at present at work on a new musical comedy score.

Mr. Samuels

Vapex Schedule

E. FOUGERA & Co. Inc., New York (Vapex), in addition to *Let's Play Games*, quarter-hour program starting on WOR, New York, Oct. 8, has scheduled for one-minute announcements on WENR, Chicago; WMAQ, Chicago; KFI, Los Angeles; KGO, San Francisco; WTAM, Cleveland; WJR, Detroit; WOKO, Albany. A participating program will be used on WHKC, Columbus, and five-minute announcements on KFRC, San Francisco. All are transcriptions, starting late in October. The agency is Small & Seiffer Inc., New York.

T. R. PUTNAM has resigned as manager of KFRO, Longview, Tex., to become general manager of KHBG, Okmulgee, Okla. H. C. Johnson succeeded Mr. Putnam at KFRO.

HER DAILY DISC
WTMJ Commentator Records New York Journey

AN INNOVATION in broadcasting was achieved by Nancy Grey, commentator of WTMJ, Milwaukee, when she visited New York and sent back transcriptions of her daily experiences so that her following among Milwaukee and Wisconsin women might keep up with her round of important interviews and engagements in the metropolis.

Each day Mrs. Grey's experiences were recorded in NBC's transcription laboratory and a fast plane brought them to WTMJ for broadcast at 9:45 a. m. the following day. The series of six recordings was sponsored by Gimbel Brothers, Milwaukee department store.

Included on her schedule of engagements in New York were a trip to quarantine to meet the Italian liner *Rex*, a trip through Helena Rubinstein's fashion salon, an interview with Lucien LeLong, a visit to Tobe's New York school for models and a visit to the "Airwomen's Luncheon", at which women in aviation appeared and spoke.

Not only did Mrs. Grey send back to her WTMJ public much interesting lore from Gotham, but returned with plenty of material for direct broadcasts on her regular *What's New In Milwaukee* schedule.

New Sealtest Program

NATIONAL DAIRY PRODUCTS Corp., New York, for Sealtest, has appointed McKee, Albright & Ivey Inc., New York, to direct its new radio program, which will start Oct. 17 on 40 NBC-Red stations. The new series, which succeeds *Sunday Night Party*, placed by J. Walter Thompson Co., will be called *Rising Musical Stars*. A search for outstanding instrumental and vocal talent will be conducted, supervised by Mme. Yolande Merio-Irion president of the Women's National Radio Committee. A jury of auditions, comprising Alexander Smallens, Alma Gluck and Ernest Schelling, will select the candidates weekly, each of whom will receive a gold medal. At the end of each four-week cycle, one of the artists will be chosen by the same group to receive a $500 prize, and to the outstanding artist of the entire series, who will appear on the 13th program, the committee will award a first prize of $1,000. The program will be broadcast Sundays at 10-10:30 p. m.

ICS Returns to Radio

RETURNING to radio, International Correspondence Schools, Scranton, Pa., has appointed Frank Wright & Associates, San Francisco agency specializing in radio, to produce and place a series of transcriptions on a national schedule. Two types of programs will be tested—one-minute spot announcements and a quarter-hour dramatic program titled *Along Life's Highway*. Stations in New York, Chicago, Kansas City and Los Angeles will be first selected for the tests.

ONLY station in the world boasting antenna towers below sea-level is KXO, El Centro, Cal. Top of one tower measures 10 feet below sea-level; the other is one foot below.

Beeman Fisher Is Named WOAI General Manager

Mr. Fisher

BEEMAN FISHER, advertising manager of the Texas Power & Light Co., on Sept. 20 became vice-president and general manager of WOAI, San Antonio, Tex., 50,000-watter. He resigned his power company post after 17 years as its advertising head.

Mr. Fisher takes over active management of WOAI from Hugh A. L. Halff, nephew of the station's owner, G. A. C. Halff. Hugh Halff is expected to devote a portion of his time to Southland Industries Inc., parent WOAI company of which the elder Mr. Halff is president. He also will continue with WOAI in an executive and supervisory capacity.

Mr. Fisher is a former president of the Dallas Advertising League, secretary of the tenth district Associated Advertising Clubs of the World and secretary of the Dallas Electric Club. He was a member of the original Texas Centennial Committee. Before joining WOAI he was on the Associated Press news staff in Dallas and Sioux Falls, S. Dak.

With the President

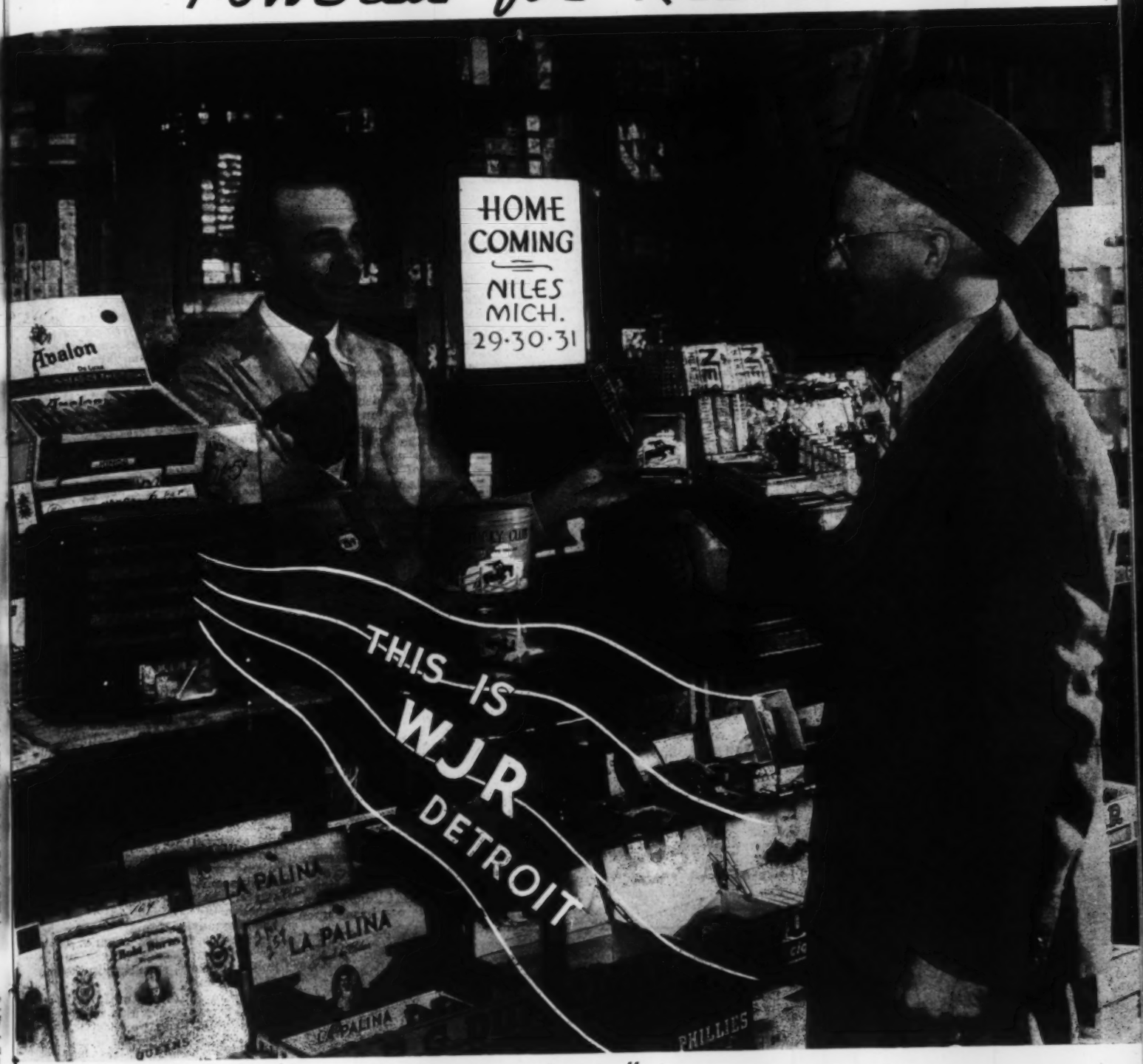
ACCOMPANYING President Roosevelt and party on their current western tour, which began September 22, was a corps of radio men representing the major networks and prepared to broadcast any of his speeches which are deemed of nationwide import. Stirling Fisher, director of talks of CBS, is on the presidential train representing that network, while Carleton Smith, NBC presidential announcer, represents that network. Albert E. Johnson, NBC-Washington chief engineer, and Clyde Hunt, chief engineer of WJSV, Washington, complete the radio personnel. Bob Trout, regular CBS presidential announcer, who was in Portland in latter September on the *Professor Quiz* program, joined the party to handle the two Sept. 28 broadcasts from Bonneville Dam and Mt. Hood. The public address system on the presidential train was installed under the direction of Jack Poppele, WOR chief engineer.

Skelly's Added Discs

SKELLY OIL Co., Kansas City, Mo. (gas and oil) will use half-hour transcriptions of the *Court of Missing Heirs* on at least six stations starting Oct. 11, in addition to its regular CBS hookup of 21 Midwestern stations. Dramatizations of two actual cases will be presented on each program. If any missing heirs are located, they will be furnished information where to go to claim what is due them. No prizes will be awarded on the program. RCA Mfg. Co. Inc., Chicago, made the transcriptions. Blackett-Sample-Hummert Inc., Chicago, is the agency. All transcriptions will be broadcast the same night (Monday) as the CBS broadcast. Stations are KFRU, Columbia, Mo.; WEBC, Duluth; WDAY, Fargo; WDAF, Kansas City; WMBD, Peoria; KVOO, Tulsa.

XUM

Powered for Results



CUSTOMER: "A can of my favorite tobacco."
CLERK: "Right—and according to the radio the favorite of thousands of others."

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS
COLUMBIA BASIC NETWORK

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

How Libel and Slander Affect Radio

Digest of Laws Shows Much Confusion in Various States

WITH interest in libel and slander laws particularly high as local and state elections approach, BROADCASTING began in its Sept. 15 issue a treatise on the subject prepared by Joseph A. McDonald and Ira L. Grimshaw, of the NBC legal department. All legal precedent is summarized in this treatise. The final portion of their informative summary is published herewith.

IN 1934 a case arose in the State of Missouri. The station had not originated the program which was the subject of the action but was on a network of stations broadcasting the program which had originated in New York. The plaintiff joined the sponsor and the operator of the network as well as the local station in the suit in the state court which was transferred to the Federal court by the defendants. The case received judicial attention on a motion by the plaintiff to remand the case to the state court, and is reported as *Robert J. Coffey* v. *Midland Broadcasting Co., Remington Rand, Inc.. and Columbia Broadcasting System, Inc.*, 8 Fed. Supp. 889. The Federal court granted the plaintiff's motion on the ground that the non-residents were jointly liable with the Missouri broadcasting station and, under the rules governing jurisdiction in such cases, the action had to be sent back to the state court. In arriving at this decision of joint liability, the judge followed the *Sorenson* and the *Miles* v. *Wasmer* cases, stating that there was an absolute liability on the station similar to that of a publisher of a newspaper. In order to emphasize its opinion that the newspaper rule was applicable the court said:

"In my thought I put the primary offender in the local studio of KMBC at Kansas City. I assume his good reputation; I assume that nothing in any former performance by him should put the owner of the station on inquiry; I assume even that he has submitted a manuscript and that nothing in it is questionable; I assume a sudden utterance by him of defamatory words not included in the manuscript, an utterance so quickly made as to render impossible its prevention; I assume, in short, a complete absence of the slightest negligence on the part of the owner of the station. With these assumptions is the owner of KMBC liable to one of whom the primary offender has falsely spoken as an ex-convict who has served time in the penitentiary? The conclusion seems inescapable that the owner of the station is liable. It is he who broadcast the defamation."

Other Rulings

The court gave no consideration to the question of whether the defamation was slander or libel. The action was subsequently settled so that the extent of the liability was not judicially established.

In 1935 two cases were decided in state courts: *Singler* v. *The Journal Company*, 216 N. W. 431 (Wis.), and *Weglein* v. *Golder* 177 Atl. 47 (Pa.), but in the latter case the broadcaster was not made a party. In the Singler case no rule was laid down concerning the liability of the broadcaster for defamation and the court did not decide the question of whether the defamatory statement was libel or slander.

In *Weglein* v. *Golder* (supra) the libelous publication was made in the course of a political campaign in two broadcast addresses. One of the addresses was released to the newspapers and, while there was no evidence that it appeared in the newspapers, the release was considered by the court to be a technical publication of the libel. The court held that the statement constituted both libel and slander and that no error had been committed by the trial judge in confining the jury to a consideration of the case as one of libel alone. Since the broadcasting station was not joined in the action its liability was not considered.

In *Irwin* v. *Radio Station KFJI, E. B. Ashurst, David R. Vandenberg and George Kincaid*, in the Circuit Court of Klamath County, Oregon, 1936 (unreported), slander was predicated upon statements made during the broadcast of a court trial. The case was dismissed as to the defendant Ashurst who was the judge of the Circuit Court and went to the jury as to the other defendants on instructions to the effect that unless there was a consipiracy to defame the plaintiff and it was done maliciously a verdict should be rendered for defendants. Such a judgment was entered.

An interesting defamation case was brought recently by an attorney in New York whose name was pronounced exactly the same as the names used in a fictitious firm name of attorneys on a program in which two well known comedians burlesqued the activities of a small law office. The firm name was Beagle, Shyster & Beagle, the name "Beagle" being taken from that of a hound whose habits are well known. Immediately the broadcast was announced, complaints were received from a Professor Biegel of Yale Law School whose name was pronounced the same as Beagle, and from a young attorney in New York City named "Beegel," whose name is also pronounced the same as Beagle, because of its association with the word "Shyster." The professor was satisfied with a letter of explanation, but the attorney commenced suit maintaining injury to his reputation as well as an unlawful use of his name for the purpose of trade in violation of the New York statute (Civil Rights Law Secs. 50, 51).

Upon the trial in June of 1936, the Federal judge who heard the case without a jury decided that there was no indication that the defendants knew the plaintiff or intended him as the butt of their jests or that his name was used for the purpose of trade, and dismissed the complaint without formal opinion. The case was docketed as *Morris Beegel* v. *National Broadcasting Company Inc., et al.* in the United States District Court for the Southern District of New York.

The Aunt Jemima Case

The most recent case in which defamation arising out of a broadcast program was discussed is *Tess Gardella, also known as "Aunt Jemima,"* v. *The Log Cabin Products Co., Inc., General Foods, Inc. and National Broadcasting Company*, decided May 10, 1937 by the United States Circuit Court of Appeals for the Second Circuit, reversing a judgment in favor of the plaintiff for $115,968.27 based on a claim of unfair competition and violation of the New York Civil Rights Law. It was held that the cause of action under the Civil Rights Law should have been dismissed under the particular circumstances of the case. The cause of action based upon unfair competition was resolved by the opinion, written by Circuit Judge Manton, into two parts, one based upon imitation resulting in deception or "passing off" and the second based on imitation allegedly so inferior as to injure the plaintiff's professional reputation. As to the latter element, the court said:

"If the effect was one of actual impersonation, and if the impersonation was defamatory, relief would follow" and "if there was a deceptive imitation which amounted to an impersonation, an inferior performance would constitute an attack upon appellee's professional reputation. To have said of her, whether in writing or orally, that her abilities had suffered, or that she was an incompetent singer, or that she was no longer the able and talented entertainer the public knew her to have been, would constitute a clear injury to her reputation. To say it by self-revelation is the same thing, and, if anything, is more effective."

The court held, however, that there had not been sufficient proof of confusion or deception to support the cause of action resting on unfair competition. The case illustrates the necessity for the exercise of care in controlling not only what is broadcast, but also the character and manner of delivery of the material.

The industry can take no comfort from the majority of cases. The newspaper rule of absolute liability is the general standard adopted and if it is to be considered as the controlling precedent there is little relief in sight, insofar as the courts are concerned. What is needed is remedial legislation or court decision which recognizes the differences in the nature of newspaper publishing and broadcasting.

Legislative Remedies

Disregarding the impractical view held in some quarters that the broadcaster makes possible widespread injury to the good name of others and therefore should suffer the consequent penalties, the question is as to what remedies, if any, should be provided. Our object is merely to point out plausible remedies.

State Remedies

Those who operate broadcasting apparatus in only one state may be satisfied to advocate a state legislative enactment exempting them except for lack of due care. That seems to be a fair rule adequately to protect the public. No broadcaster could afford to permit promiscuous defamation over his station for fear his conduct would be considered as contrary to the public interest, resulting in the loss of his license.

Only in the State of Iowa has a bill been enacted which deals with this subject upon the basis of due care. That bill became law during the 1937 session of the Iowa Legislature. The bill is eminently fair to both the stations and the public in that it holds the station to a proper degree of care and places upon it the burden to prove that it exercised such care. That act might well be used as the pattern for uniform state legislation on this subject. Omitting the title and the enacting clause, the Iowa Act is as follows:

"Section 1. The owner, lessee, licensee or operator of a radio broadcasting station, and the agents or employes of any such

(*Continued on page 48*)

UNDER CANVASS—WIBW, Topeka, broadcast from the Allis-Chalmers Mfg. Co. tent at the recent Kansas Free Fair, held at Topeka. The 12 tent programs were fed to KFEQ, St. Joseph.

Today, Memphis is the trade center of the richest sections of Tennessee, Arkansas, and Mississippi, with portions of Missouri and Kentucky. In the 68 counties embracing this Half-Billion Dollar market, there are 18,898 retail outlets . . . . all covered completely and continuously by Radio Station WMC . . . . truly the market master of the Mid-South.

WMC

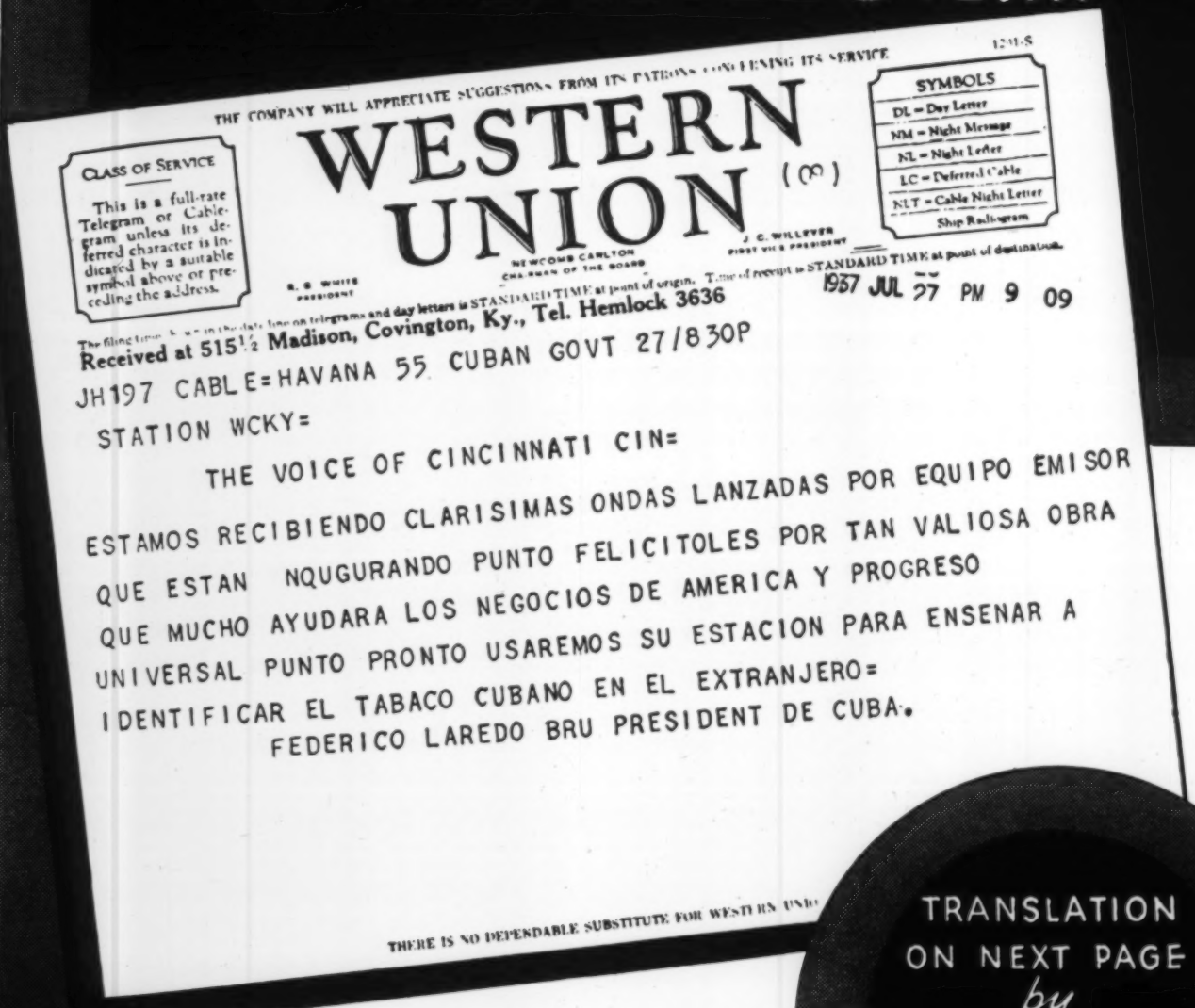
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
"THE SOUTH'S GREATEST NEWSPAPER"

• MEMPHIS •

5,000 WATTS—DAY • 611 FOOT TOWER • 1,000 WATTS—NIGHT
NBC RED OUTLET
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

XUM

A WIRE FROM THE PRESIDENT OF CUBA TO L.B. WILSON....



THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

WESTERN UNION

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE PRESIDENT — R. B. WHITE, PRESIDENT

SYMBOLS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Received at 515½ Madison, Covington, Ky., Tel. Hemlock 3636

1937 JUL 27 PM 9 09

JH197 CABLE=HAVANA 55 CUBAN GOVT 27/830P

STATION WCKY=

THE VOICE OF CINCINNATI CIN=

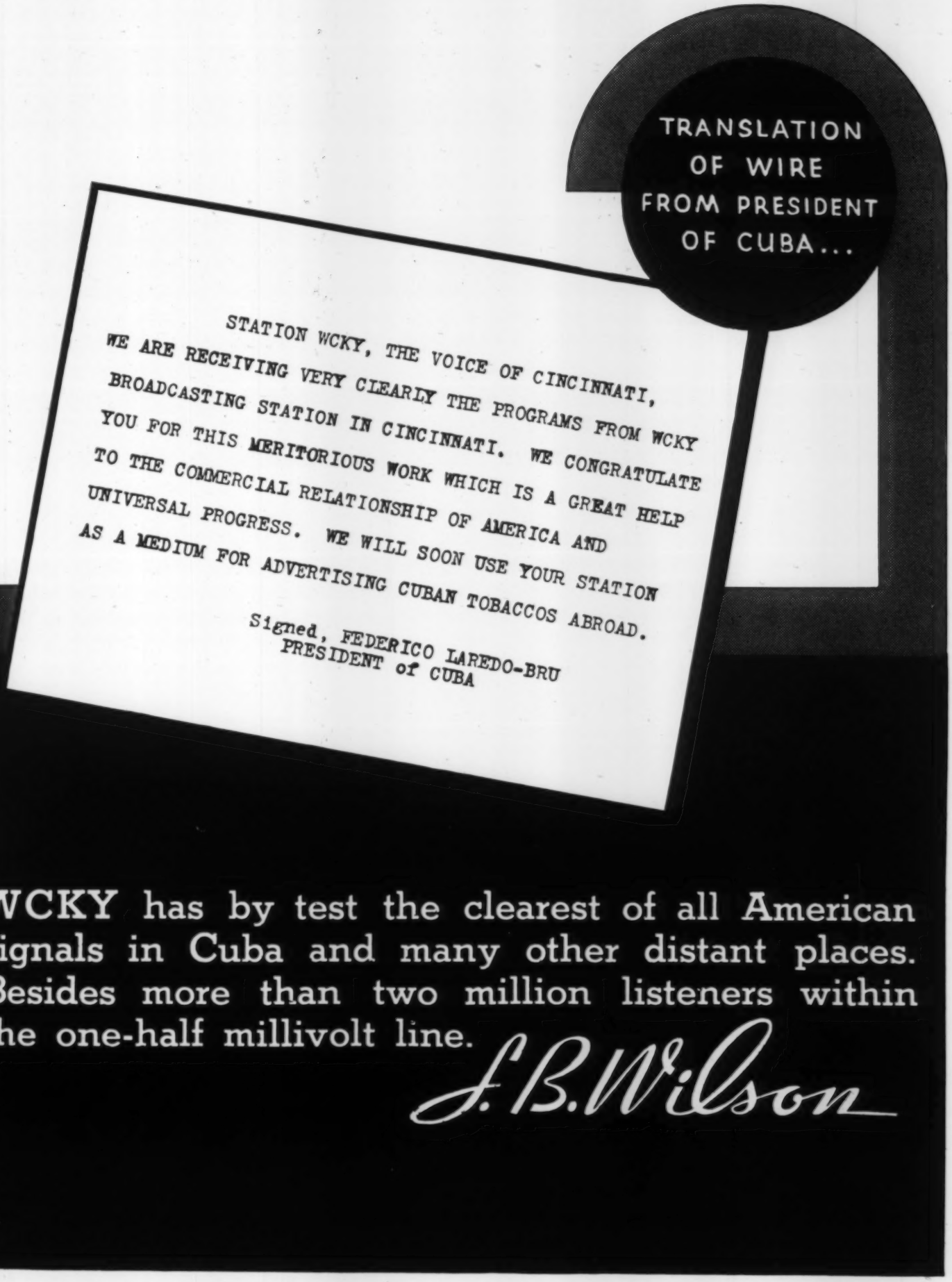
ESTAMOS RECIBIENDO CLARISIMAS ONDAS LANZADAS POR EQUIPO EMISOR QUE ESTAN NQUGURANDO PUNTO FELICITOLES POR TAN VALIOSA OBRA QUE MUCHO AYUDARA LOS NEGOCIOS DE AMERICA Y PROGRESO UNIVERSAL PUNTO PRONTO USAREMOS SU ESTACION PARA ENSENAR A IDENTIFICAR EL TABACO CUBANO EN EL EXTRANJERO=

FEDERICO LAREDO BRU PRESIDENT DE CUBA.

THERE IS NO DEPENDABLE SUBSTITUTE FOR WESTERN UNION

TRANSLATION ON NEXT PAGE *by* CUBAN CONSUL *at* CINCINNATI

XUM


TRANSLATION OF WIRE FROM PRESIDENT OF CUBA...
STATION WCKY, THE VOICE OF CINCINNATI,
WE ARE RECEIVING VERY CLEARLY THE PROGRAMS FROM WCKY
BROADCASTING STATION IN CINCINNATI. WE CONGRATULATE
YOU FOR THIS MERITORIOUS WORK WHICH IS A GREAT HELP
TO THE COMMERCIAL RELATIONSHIP OF AMERICA AND
UNIVERSAL PROGRESS. WE WILL SOON USE YOUR STATION
AS A MEDIUM FOR ADVERTISING CUBAN TOBACCOS ABROAD.
Signed, FEDERICO LAREDO-BRU
PRESIDENT of CUBA
WCKY has by test the clearest of all American signals in Cuba and many other distant places. Besides more than two million listeners within the one-half millivolt line.
J. B. Wilson

XUM

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Dollars or Sense

IN RADIO there is a crisis almost daily. The current one relates to union musicians. It has propagated many other quaint crises. Out of it has developed a conflict between network affiliated and independent stations, between network affiliates and networks, between transcription companies and stations, and between groups in the industry over the functions of their trade association.

Out of this welter of confusion has come a call for a special convention of the NAB in New York on Oct. 12. All stations have been invited. Whether there will continue to be an NAB as such has resolved itself into a seething issue. Whether there should be an industry "czar" (no matter how obnoxious the term) also is a question. Of course, the underlying reason for the extraordinary session is the demand of the AFM that stations pay and pay dearly for union musicians, whether they want them or not or whether or not they are available in given localities.

Many minds—the best in the industry—are grappling with the musician situation. Even though the smoke hasn't cleared, we have an abiding faith in the ability of broadcasters to cope with this matter and to emerge with the best possible terms. It isn't the first and it won't be the last of the issues over "raw material" and labor used by radio.

But the real concern is about other crises, past, present and future. All of those in the past that have tended to split the industry have dealt with dollars and cents. Every other going business concern, fundamentally, has its economic troubles. This is inherent in the very nature of the competitive system.

But in radio there is another fundamental. It is the government franchise—the license under which the station operates. Without the license there would be no economic problems; there would be no competitive American radio.

The American system is today well entrenched. The public would not condone a change. The other issues, those dollars and sense matters, are all collateral. Important? Of course. The musician crisis alone, if not properly adjusted, can spell the doom of many stations. But the musicians, the copyright owners, and the rest demanding tribute hardly would profit from a condition that snuffed out any substantial number of outlets. The negotiators must find an equitable level—and will.

Our point here, then, is to convey one basic idea. If the NAB does nothing more than exist to safeguard the American system and the broadcaster's franchise to operate under it, through effective offensives against enemies of the American Plan, it more than fulfills its purpose. The NAB should be bolstered; it should be given additional man-power and money; it should appear for a united industry before Congressional committees and before the public which, despite constant criticism merited and unmerited, is strongly in favor of the American Plan.

Above all else, the NAB should not be weakened or disintegrated because of factional differences over dollars and cents. Every broadcaster who attends the NAB special convention should be prepared to speak and speak freely on internal matters. But he should fight as vigorously as he knows how against a movement to abort or destroy the "united front" possible only in a single association.

Success and Failure

WITHIN the last fortnight, two national trade associations identified with finance held separate conventions. Both discussed radio at separate departmentals. But there the parallel ended, for in one case the chord was sweet for radio and in the other decidedly sour.

The Financial Advertisers Associations met for three days in Syracuse. At its radio departmental the use of radio for local campaigns was lauded; practically all of those who spoke told of their plans to renew their radio efforts. Others who had not used radio were inspired and announced their intentions of looking up suitable ideas to advertise locally for new depositors, special accounts and the like. They were generally enthusiastic about radio.

Just the reverse was true at the Insurance Advertisers Association at Old Point Comfort, held about the same time. A survey of results procured by insurance companies was deplorable. They couldn't trace new business, said most of them. There is an institutional value in radio and it does serve as a good-will builder, they admitted in some cases, but the cost appears too high.

Selling insurance, basically, is not far different from selling any other commodity. Certainly it closely approaches the problem which confronted banks when they first resorted to radio after they had abandoned their lofty perches during the dark days of the depression. They learned how to use radio.

We recall the days not so far back when the banks on the air were few and far between. We ran "success stories" on what financial institutions could do with judicious radio advertising. The number of bank sponsors increased. The FAA, in aggressive fashion, suggested to its members that they try the medium, reprinting many of our "success stories" as examples. Station promotion and sales departments got busy. The answer is found in the practically unanimous view of the FAA convention that radio advertising pays.

The discordant voices among the insurance group present a challenge to radio. Insurance faces a unique sales problem, but every service or product requires individual treatment —especially on the radio—to meet its peculiar needs. There are a half-dozen stations owned by insurance companies. It may be a coincidence that these companies have grown in size and importance since they have had their radio adjuncts, but we doubt it. They have learned that radio advertising is an asset to them and in a class by itself as a good-will builder.

A little concentrated promotional and sales effort, we are confident, will provide the formula that will persuade the insurance industry. Radio hasn't reneged on a challenge yet, and it won't with the underwriters.

A Legal Oversight

A COMMITTEE of the American Bar Association, working with committees representing the American Newspaper Publishers Association and the American Society of Newspaper Editors, has recommended that broadcasts of court trials be forbidden as a possible undue interference with court procedure. Perhaps they are right. But it appears rather strange to us that the press and the bar should get together on matters relating to cooperation between the bar, press, *radio*, and other instrumentalities of publicity without inviting the participation of radio people. A committee of broadcasters, we feel, might have contributed to the work of this special committee.

For example, we know of several instances where judges have complimented stations for broadcasts of police court and traffic trials as a means of discouraging crime and encouraging safe driving. The broadcasting industry wouldn't for a moment criticize the distinguished ABA for this evident oversight—particularly since the bar, above all else, insists upon a fair hearing on all sides of an issue.

The RADIO BOOK SHELF

KENNETH M. GOODE, prolific writer on advertising, is the author of *What About Radio?*, published recently by Harper & Brothers, New York ($2.75). The book is an analysis of surveys, speeches and other books dealing with the question of broadcast advertising and endeavors to explain the secrets of successful sponsorship.

PROS and cons of radio broadcasts of court trials are aired in the October issue of *The Rotarian*, official organ of the Rotary International, with Mitchell Dawson, American lawyer, taking the affirmative view and Robert Bernays, member of the British Parliament, arguing the negative.

We Pay Our Respects To —

WILLIAM ARTHUR SCHUDT JR.

LIKE MANY another broadcasting executive, "Bill" Schudt came up from the amateur ranks and entered radio via journalism. Like most of the officials of the CBS parent organization, for which he manages the network's 50,000-watt WBT at Charlotte, N. C., Bill Schudt is still in his thirties. In fact, he just turned 31 last January, making him one of the youngest chief executives of a major broadcasting station in the United States.

WBT recently entered a new home, with a studio setup which is one of the finest and most modern in the South—and to Bill Schudt properly belongs the credit for building the station to the high ranking, commercially and artistically, that prompted CBS to install such a plant. And it was only a little more than four years ago that he went to Charlotte to take over the management of the then 25,000 watter.

Bill Schudt was born in Brooklyn on Jan. 18, 1906. After being graduated from the Manual Training High School, he went to work on the editorial staff of the *New York Evening Mail*, which subsequently became the *Mail-Telegram* and finally the *World-Telegram*. Having been a "ham" radio operator with his own amateur station in Brooklyn ever since he was 14, it was natural that he should soon be assigned to the radio page. For four years he wrote radio reviews and a feature column, including stories about everything from new circuits to radio performers.

In 1924 the newspaper assigned him to broadcast news flashes over the old WFBH in the Hotel Majestic, New York. He developed this program into an interview feature, and later took it with him to CBS where *Bill Schudt's Going to Press* ran for more than seven years and brought before the microphone hundreds of the nation's leading newspaper writers, editors and publishers.

Resigning from the newspaper in 1923, Bill started the *Radio Program Weekly* which met a quick demise when the New York newspapers found it profitable to carry regular radio schedules. Then A. H. Grebe, owner of WABC, offered hi... a job as public relations manager of both his station and set manufacturing business. It was not long afterward that Mr. Grebe sold WABC to the Paley interests, and Schudt went over to CBS with the station.

Bill Schudt's work at CBS was largely in the public relations and news departments, and he worked not only on big assignments like the Lindbergh kidnaping but on the exploitation of such artists as Guy Lombardo, Morton Downey and the New York Philharmonic. His superiors soon recognized his exceptional talents and experience, and in 1931 when CBS decided to install an experimental television station they put him in direct charge with the title of television director—said to be the first title of its kind.

With no precedent to fall back upon except the movies, about which he confesses he knew little, and with admittedly crude apparatus and a very limited group of televiewers, Bill Schudt proceeded on the theory that showmanship in visual as in audible radio was the thing. He undertook to create shows in the 6-foot area of the television camera's focus that included boxing, wrestling, dancing, dramatics. W2XAB and W2XE sight and sound transmitters gained CBS reams of publicity, and the file of reports on their operations will prove immensely valuable when the more highly developed cathode ray television system emerges from the laboratories.

His flair for showmanship and stunts Bill Schudt carried with him when in February, 1933, the television department was discontinued and he was sent to Charlotte to put WBT on its feet. He soon replaced the entire staff with personnel of his own choosing. He went vigorously after business—and got it. He recognized immediately that remote ownership might be held against the station, and he took pains to enter into the civic life of the comunity. With his wife, the former Dorothea Irene Sutherland, who at one time was secretary to the president of the George B. David Advertising Co. of New York, he makes his home in Charlotte and, though a born and bred New Yorker, he confesses he likes the congenial atmosphere of that community immensely. And by coincidence, the home in which the Schudts reside in Charlotte is the former residence of Frank R. McNinch, newly-designated chairman of the FCC, who was twice Mayor of the North Carolina city.

PERSONAL NOTES

FRED HART, general manager of Honolulu Broadcasting Co., operating KGMB, Honolulu, and KHBC, Hilo, will arrive in New York with Mrs. Hart and their daughter Margaret on Nov. 1, following a four months pleasure trip in Europe. They will first go to Washington and thence to Mr. Hart's headquarters in San Francisco.

DAVID SARNOFF, RCA president and NBC board chairman, returned on the French liner *Paris* Sept. 25 from a combined business and vacation trip to Europe.

FRED SHEPHERD, of the commercial department of KNOX, Knoxville, and Miss Katherine Price Haynes were married Sept. 18. They left for a two weeks honeymoon in New York and Washington.

MAXWELL HAGE, former radio production manager for United Press in New York, has joined the sales staff of KFEL, Denver. Hage also had been assistant manager of WJAY, Cleveland, at one time.

TOM JACKSON, former program director of WRBL, Columbus, Ga., has been named manager of WGPC, Albany, Ga. Ross Smitherman has been appointed program director of WGPC, while James Cunningham has joined the engineering staff and A. G. Smith has been named to the WGPC sales staff.

ABE CORENSON has resigned as sales manager of KMTR, Hollywood.

WAYDE GRINSTEAD, sales promotion director of WBBM, Chicago, recently became the father of a baby boy, weighing eight pounds, three ounces.

CHARLES KENNEDY, a member of the WLS, Chicago, sales staff for two years, has been transferred to KOY, Phoenix.

LOREN B. STONE, commercial manager of KIRO, Seattle, has been named assistant business manager in charge of national business and promotion by H. J. Quilliam, general manager. Arch Morton has been promoted to commercial manager and will handle local sales.

JOHN BOHN, of the sales department of KMOX, St. Louis, is conducting a course in radio advertising at Jefferson College of St. Louis YMCA.

DON AVERY recently was named commercial manager of KSRO, newly dedicated station at Santa Rosa, Cal. He was formerly newscaster for the Federal Outfitting Co. on KROW, Oakland.

ROLAND WENDT, Hearst Radio Inc. sales representative at San Francisco, resigned recently. His successor has not as yet been named.

FRED SCANLON, assigned by the James Richardson & Sons Ltd. radio interests to All-Canada Broadcasting System in Winnipeg, has returned to Regina to supervise the Richardson radio interests there.

JESS WILLARD, manager of WJSV, Washington, won the President's Cup at Bellhaven Country Club, Washington, for the best medal score.

JUDITH WALLER, education director of the NBC Central division, Chicago, will address a sectional radio conference of 250 leaders in the fields of radio and education on Oct. 16, at the St. Paul Hotel, St. Paul. Miss Waller will discuss methods of radio education being experimented with and developed by NBC.

RUSSELL SPARKS, formerly captain of the page boys at NBC-Chicago, has been promoted to the sales promotion department.

JOE MATTHEWS, formerly on the sales staff at KFOR and KFAB, Lincoln, and WHBF, Rock Island, has been appointed national sales and merchandise manager of WHBL, Sheboygan, Wis.

PHIL FUHRMAN, new to radio, has joined the commercial department of KMPC, Beverley Hills, Cal., as account executive.

B. J. HAUSER, assistant promotion manager of NBC, will speak on "Radio, What It Accomplishes and Why," at the 18th annual convention of the First District of the Advertising Federation of America, to be held in Providence, Oct. 3-5.

BOB FELDMAN, originator of *Dance Parade*, *Milkman's Matinee*, and other programs, has resigned as vice-president of WNEW, New York, to return to WMCA, New York, with which he was connected until three years ago.

E. A. THOMAS, formerly of KFJB, Marshalltown, Ia., and KSO-KRNT, Des Moines, has joined the sales staff of WROK, Rockford, Ill. Mr. Thomas is a brother of Lloyd C. Thomas, general manager of WROK. Harold Gregorson has also joined the sales staff of WROK.

ROBERT E. DUNVILLE, assistant manager of KMOX, St. Louis, is the father of a baby girl born Sept. 15.

RICHARD WRIGHT, formerly with Andrew Geyer Co., New York publisher, has joined the sales staff of WHN, New York.

RALPH PATT, for eight years an announcer on WJR, Detroit, has been transferred to the business office as a member of the sales staff. He will continue to handle the early morning full hour program for Household Finance, but otherwise will relinquish his announcing duties. He is one of four brothers prominent in radio. John Patt is vice-president and general manager of WGAR, Cleveland; Jim Patt, director of special events for CBS in Chicago, and Bob Patt in the radio department of Campbell-Ewald, in Detroit.

ELLIS C. VANDERPYL, commercial manager of WGAR, Cleveland, was in charge of all public address announcing at the recent American Legion Convention in New York City.

HUGH BOICE Jr., formerly head of the commercial department of WNEW, New York, has joined the New York office of Transamerican Broadcasting & Television Corp. as an account executive.

JOSEPH R. MATHEWS, formerly of Central States Broadcasting System, has taken over the national sales post of WHBL, Sheboygan, Wis.

MRS. HAZEL R. SMITH, former secretary to Chairman C. McK. Saltzman, of the old Radio Commission, and now traffic manager of NBC in Washington, has resigned to become office manager for George O. Sutton, radio attorney with offices in the National Press Bldg., effective Oct. 15. She will be succeeded by Mrs. Bess Dees, secretary to Carlton Smith, assistant manager of WRC and WMAL, Washington.

ROBERT R. EGAN, of the NBC sales staff, New York, has resigned to join the sales department of *This Week*. Walter Duncan of the sales department, resigned to become sales manager of WNEW, New York.

XUM

LESLEY C. PAUL, of the publicity department of Westinghouse with headquarters in Pittsburgh, effective Oct. 1 is transferred to the radio division of Westinghouse at Chicopee Falls, Mass., to handle publicity and promotion. He will report to Walter C. Evans, manager of the radio division.

RAYMOND A. SMART, U of Washington graduate, and William Bernard Ryan, formerly faculty member of California U and Santa Clara U, and recently with Foster & Kleiser, outdoor advertising firm, have joined the NBC sales staff in San Francisco.

LLOYD M. SMITH, formerly of Toledo, and Bernard Wilson, from WIBM, Jackson, have joined WKBZ, Muskegon, Mich, as salesmen.

DUDLEY W. FAUST, and not Paul Faust, as announced in BROADCASTING, Sept. 15, has been added to the sales staff of WBBM, Chicago. Dudley Faust is a brother of Paul Holman Faust, radio director of the Mitchell-Faust Adv. Co. Inc., Chicago.

Oliver W. Tuttle

OLIVER W. TUTTLE, 50, one of the first managers of KPO, San Francisco, before it became an NBC affiliate, died suddenly Sept. 20 at his home in Burlingame following a heart attack. Mr. Tuttle, for 25 years a newspaper man, was instrumental in putting the *San Francisco Examiner* on the air in 1922 with KUO, erected by the paper on the roof of the Hearst Bldg. in San Francisco, and was its manager. Two years later he joined KPO as manager and aided in developing that station. In later years he was promotion manager of the *San Francisco Examiner*. He remained "radio minded" and staged numerous promotion stunts over the Hearst owned KYA on behalf of the newspaper. He is survived by his widow and a son, Oliver W. Tuttle Jr.

Lynn A. Willis

LYNN A. WILLIS, 30, announcer of KYW, Philadelphia, died as the result of a fall from a second story window at the Presbyterian Hospital on Sept. 21. He had suffered a nervous breakdown several months ago and on Sept. 18 was removed to the hospital after an acute appendicitis attack. An operation was performed the following day. He had been with WIP, Philadelphia, for eight years prior to joining KYW. He is survived by his widow and mother.

Harry H. Bliss

HARRY H. BLISS, president of WCLO Radio Corp., operating the station in Janesville, Wis., and publisher of the *Janesville Gazette, died* on Sept. 22 following a heart attack. He was 66. Surviving are his widow, two sons, Sidney H. and Robert 2nd, both identified with the newspaper and the station and a daughter, Mrs. Fergus Mead, of Kenilworth, Ill.

Ashley L. Hawken

ASHLEY L. HAWKEN, attorney in the law offices of George O. Sutton, Washington radio lawyer, ended his life Sept. 26 by gas in Washington. His family reported he was apparently despondent over financial affairs. Mr. Hawken was 33 and had joined the Sutton firm in December, 1936. He is survived by his wife, a son, Ashley, Jr., a brother in Washington, Dr. Stafford Hawken, and his mother.

SELF-CARICATURE — Of Benne Alter, announcer of WMT, Waterloo, Ia., whose cartooning ability has won him the plaudits of such radio notables as the late Will Rogers, W. C. Fields, Harry Von Zell and others whose walls are adorned with sketches he has done of them.

BEHIND the MIKE

BRUCE OGILVIE, announcer of CJRC, Winnipeg, has joined CJRM, Regina-Moose Jaw, with Clair Chambers, of CJRM, replacing him in Winnipeg. George Titus, publicity and advertising man, has been transferred to the CJRC sales staff. He has been replaced by Norman Chamberlin. George Kerr, of the CJRM continuity department, has been transferred to the same department at CJRC.

JOHN CHARLES DALY Jr., born in Johannesburg, South Africa, and formerly of WLOE, Boston, has joined the announcing staff of WJSV, Washington. He succeeds Charles Godwin, who resigned recently.

BETTY HUDSON, fashion commentator of WJSV, Washington, has returned from an extended business trip to London and Paris.

GRACE FULTON, for two years office manager of Radioaids Inc., and more recently with C. P. MacGregor Hollywood transcription concern, has joined Associated Cinema Studios, transcription firm in that city.

JACK STILLWELL, who was to join the WLS announcing staff Oct. 1, became the father of a 7½ pound boy, Sept. 21.

WILLIAM MEREDITH, head of the continuity department at WLS, Chicago, has joined the NBC-Chicago continuity staff. He has been succeeded at WLS by Frank Baker, who had been Meredith's assistant. Baker was formerly with NBC-Chicago and was at one time radio director of the Edgewater Beach Hotel, Chicago.

JACK WILLIAMS, formerly with KHBC, Hilo, Hawaii, who has been visiting the United States to study announcing methods, returned in September to Honolulu, where he joined the announcing staff of KGMB.

BILL HIPPEE has joined the news staff of the Iowa Network as assistant to Benedict Hardman, editor.

HOLLIS WRIGHT, chief announcer of WNBX, Springfield, Vt., has resigned to join the announcing staff of WTAG, Worcester.

ROBERT EMMET MACALARNEY, former city editor of the *New York Post* and *New York Tribune*, and later managing editor of *Ladies' Home Journal*, has become news commentator of WQXR, New York.

LEE C. GRAHAM, former assistant editor of the *Chicago Daily Times*, has joined the NBC-Chicago press department as assistant to Dan Thompson, in charge of the news desk. Under the new set-up, William Ray succeeds Al Williamson, NBC-Chicago publicity head who recently resigned. Gilbert McLelland, a member of the department for more than three years, will be in charge of exploitation, pictures and special assignments, while Dan Thompson takes over the news desk.

PAGE GILMAN, 19, son of Don E. Gilman, vice-president of NBC in charge of the Western Division, was married Sept. 21 at Burlingame, Calif., just five weeks after his father was married again at Santa Rosa, Calif. Young Gilman, who plays the role of Jack Barbour in *One Man's Family*, married the former Miss Jean Meredith LaFontaine, high school sweetheart. He has been a dramatic actor on the NBC San Francisco staff since his ninth year and is now a senior at Stanford University.

ALLEN FRANKLIN, formerly of WFBR, Baltimore; WABC, New York; WHB, Kansas City, and KVOO, Tulsa, has joined the announcing staff of WKRC, Cincinnati. Robert Geis, formerly of WHBC, Canton, also has joined the WKRC staff.

HIRAM HIGSBY, the Hiram of *Hiram & Henry*, formerly with WLS, Chicago, and WBT, Charlotte, has joined the program staff of WMPS, Memphis.

YOLANDE LANGWORTHY, who authored *Arabesque* when she was in the program department of CBS, has joined Radio Events Inc., New York, and will devote her full time to the writing of dramatic serials.

LAURETTE PETERSON, of the publicity department, WOR, Newark, has resigned to become secretary to Dave Elman, producer of *Hobby Lobby*, now sponsored by Hudson Motors on WOR and CBS. Miss Peterson is succeeded in publicity by Rosalie Shutta.

JOHN FACENDA, night supervisor of WIP, Philadelphia, was married Sept. 11 to Miss Dorothy Hunger at St. Edmond's Church, Philadelphia.

GENE MORGAN, former staff announcer of WIP, Philadelphia, and later a WFIL newscaster, has become a staff announcer of WMCA, New York.

DAVID ZIMMERMAN, formerly of WSPD, Toledo, has joined the NBC-Chicago announcing staff. Don Hallman, secretary to Everett Mitchell, senior NBC-Chicago announcer, has been made a junior announcer, with Bob McCoy replacing Hallman as Mitchell's secretary.

ROGER WILSON, in charge of talks for the British Broadcasting Corp. at Manchester, England, was in Chicago Sept. 17 conferring with Judith Waller, NBC-Chicago educational director, and other NBC executives concerning broadcasting methods in this country.

ARCH McDONALD, sports announcer of WJSV, Washington, has signed a contract for 1938 to broadcast for General Mills, Tydol, Dr. Pepper and Kellogg.

ROBERT E. LEE has joined the announcing staff of WHK - WCLE, Cleveland.

TOM HUDSON, recently with the announcing staff of KXYZ, Houston, has resigned to join the radio staff of Gulf Oil Co. in Dallas, where it is exhibiting at the Greater Texas and Pan American Exposition.

RUSSELL HIRSCH, director of programs and publicity of WCOA, Pensacola, and at one time with WRBL, Columbus, Ga., has resigned to enter Maryville College, near Knoxville, to study music and radio.

JANE BARRETT has been named secretary to Manager Bob Roberts, of KYA, San Francisco, succeeding Nan Goforth, who resigned.

Van Newkirk Appointed Don Lee Program Head

Mr. Newkirk

CREATION of a new position as roving director of special events and program operations for the Don Lee Broadcasting System, Los Angeles, and appointment of Van Newkirk to the post was announced by Lewis Allen Weiss, general manager of the network, on Sept. 20. Newkirk resigned as program director of KMPC, Beverly Hills, Cal., to take over his new duties. Successor to his former position is Don Austin, formerly special events producer and announcer of KGW, Portland, appointed by Leo Tyson, KMPC general manager.

Growth of the West Coast chain, which on Sept. 26 added 13 affiliated stations to its list of 11 outlets, and now stretches from Seattle to San Diego, inspired the move by the Don Lee Broadcasting System as a means of coordinating network programs and developing new broadcasts hinging on special events. Don Lee network is the Mutual Broadcasting System's Pacific Coast outlet.

Immediately following his appointment Newkirk, accompanied by Willett Brown, Don Lee network assistant manager, left for the Pacific Northwest on a station check of operations and programs.

VINCENT PELLETIER, NBC Chicago announcer, is taking courses in economics and physchology at Northwestern University. Pelletier, who secured his A. B. degree at the University of Minnesota, is working for his master's degree at the Chicago school.

JOSEPH WEEKS, veteran announcer who has served at WXYZ, WGN, WJR and WSBT, joined the staff of WFIL, Philadelphia, in latter September. He broke into radio at WFDF in his home town of Flint, Mich. Al Stevens has been selected as WFIL's newscaster.

BARNES V. NASH, formerly with WHIS, Bluefield, W. Va., as production man and announcer, has joined WOPI, Bristol, Tenn.

BOB FINCH, formerly business manager of the Albany baseball club, has been appointed commercial manager of WGPC, Albany, Ga. Hubert Bately has been added to the station's announcing staff.

BOB MIMMS is now handling the INS news broadcasts at WRBL, Columbus, Ga., and Dick Pyron has the same task at WATL, Atlanta. Both stations are members of the Woodruff Georgia group.

JEAN WILEY has succeeded Gladys Niemeyer as secretary to Birt F. Fisher, manager of KOMO-KJR, Seattle. Miss Niemeyer resigned before her marriage recently.

VIC HURLEY, young Seattle author, was appointed continuity director of KOMO-KJR, Seattle to succeed Grant Merrill, resigned. Hurley, who joined the staff last June, is the author of three non-fiction books on the Philippines, numerous travel articles and only recently had his first fiction story accepted and published.

TERESA AEZER, formerly KFRC, San Francisco, music librarian, has joined KFI-KECA, Los Angeles, in a similar capacity. She succeeds Donald Estep who recently returned to college.

XUM

A WIND-UP WITH A WALLOP

Another famous Oklahoman who packs a wallop in his wind-up—Carl Hubbell, ace hurler of the New York Giants.

THIS LETTER HAS IT!

PROGRESS BREWING COMPANY INC.
FOURTH & DOUGLAS
OKLAHOMA CITY, OKLA.

July 1, 1937

Mr. M. H. Bonebrake,
WKY Radiophone Company,
Skirvin Hotel Tower,
Oklahoma City, Oklahoma.

Dear Mr. Bonebrake:

Today we begin our fourth consecutive month of sponsorship on your station of "PROGRESS IN THE WORLD OF SPORTS".

This daily sports review program has proved itself to be of unestimable value. For this reason, I hope this letter will in part express our appreciation for the fine job WKY is doing for Progress Beer.

During the month of May, the beer business as a whole did not show the same volume it did for the same month of 1936. Cool weather was probably the outstanding factor in this decrease. Progress Beer, however, for this same period, showed a substantial increase. Business here at the Progress Brewery for the first six months of this year is up 50% over the corresponding six months of last year which was, in itself, a very satisfactory year.

Since your radio station is the chief external means we are using to promote our product, a large part of this increase is attributable to WKY. I believe I can truthfully say it to be the best promotional medium we have ever found to produce sales.

Yours very truly,

PROGRESS BREWING CO., INC.

By J. Straich, Sec'y-Treas.

HIS:C

HERE IT IS!

● "The best promotional medium we have ever found to produce sales" . . that's the walloping wind-up of this letter telling of a 50% increase in business . . . giving WKY most of the credit.

Those are strong words . . . enthusiastic words of an advertiser who has experienced the wallop WKY wields at the box office . . familiar words in the vocabularies of WKY advertisers.

WKY has the greatest coverage of any station in Oklahoma, the finest facilities and the best programs. That's why WKY gets advertisers the kind of results that call for strong words and genuine enthusiasm.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

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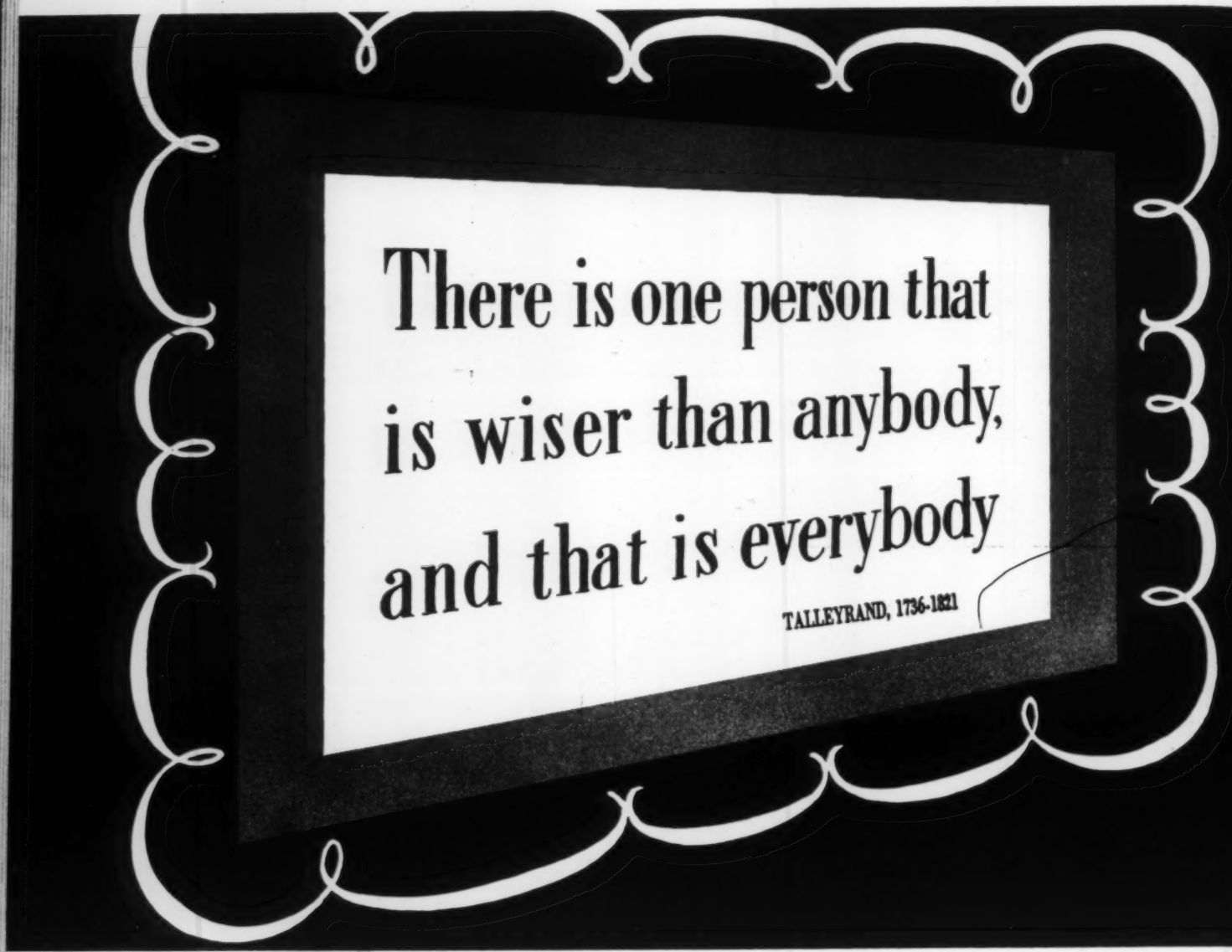

Everybody living within reach of these
friendly way — likes them — invites them in
or evening. ● *Everybody* hears some of
stations, and as Tallyrand said over one hund
than anybody. ● Wise advertisers know t
That's why you'll find them on the most succ

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ost successful spot broadcasting schedules.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

XUM

ED CASHMAN, for six years a member of CBS program and production departments, has been promoted to Columbia Artists' Service, where his duties will be serving as a talent scout, maintaining close contact with advertising agencies and representing artists under CBS management. Before joining CBS in 1931, Cashman was assistant production director of the Yankee Network.

WILLIAM L. KLEIN, director of the *German Hour* over WIND, Gary, for nearly ten years, recently returned from a European trip during which time he studied broadcasting conditions across the sea.

BEN WILBUR, formerly of WHKC, Columbus, has joined the announcing staff of WFBM, Indianapolis. Douglas Way assumes the duties of chief announcer.

DERBY SPROUL, continuity editor of KOA, Denver, has been transferred to KDKA, Pittsburgh.

AL SARLI, entertainer, has been placed in charge of music by KWK, St. Louis.

DAVE ZIMMERMAN, announcer and dramatist of WSPD, Toledo, has joined NBC in Chicago.

BOB STANLEY, member of the studio orchestra of WOR, Newark, has been named house conductor of popular music, succeeding Nat Brusiloff, who resigned to join WMCA.

BILL SEARS and Bob Hansen, both from WOMT, Manitowoc, Wis., have joined WHBL, Sheboygan, Wis.

JOHN LOWE, NBC announcer in New York, has resigned but will continue as a free lance announcer on commercial programs.

LEAR MUCOY, midwest newspaperman, has been appointed publicity director of KGHL, Billings, Mont.

BOB WILBUR, former program director of WSUN, St. Petersburg, Fla., has joined the news and publicity department of WGY, Schenectady.

WARREN MEAD, formerly of Honolulu, has taken the place on the announcing staff of WTMJ, Milwaukee, vacated when Claude Kirchner joined NBC-Chicago in mid-September.

FRANK BURGER, formerly with WIS Columbia, S. C., on Oct. 1 joined the announcing staff of WOL, Washington, the third South Carolinian to enter capital city radio in recent months. George Gunn, formerly with WCSC, Charleston, joined NBC-Washington Sept. 1, and Walter Compton, formerly with WIS and WCSC, joined WOL last spring.

FRANK GRAHAM, formerly on the KOMO-KJR, Seattle, announcing staff, has joined CBS Hollywood, in a similar capacity.

FRANCES PYKE has recently joined the program department of KYA, San Francisco.

JEAN POLI, leading lady of the First Offender show on WICC, Bridgeport, Conn., on Sept. 30 becomes a regular announcer of the WICC staff, handling the morning *Musical Clock* program.

MARGARET HANLEY recently joined the accounting department of KYA, San Francisco.

JAY FARAGHAN, formerly of WTEL, Philadelphia, and Roy La Plante, of WHAT, Philadelphia, and KMTR, Hollywood, have joined WFIL, Philadelphia, as announcer and production man, respectively.

HENRY SWARTWOOD, program director of KOIN, Portland, Ore., has resumed his post after a leave of absence.

JIM IRWIN Jr., a student at Wayne University, Detroit, and son of the dramatic actor on WXYZ, Detroit, has joined the announcing staff of WMBC, Detroit.

RUTH FENTON, formerly of WCAU, Philadelphia, and WCAE, Pittsburgh, is handling Carol Gay's *Let's Compare Notes* program on KMOX, St. Louis, during Miss Gay's illness.

THEY LISTEN TO 'RADIO LADY'

Still Better, They Take Her Tips and Their Pocketbooks to Louisville Store

THE Ben Snyder Department Store in Louisville for nearly three months has run a successful *Musical Clock* program on WAVE, 8-9 each weekday morning. The program is conducted by Mrs. Viola Cawood Flowers, a Kentuckian who has studied in Tennessee, taught school in Georgia and done radio work in Pennsylvania. For six months she conducted her own program for women over WIP, Philadelphia. When Mrs. Flowers first came to WAVE in August she began by conducting a *Homemakers Club* program, but after a few weeks she was asked to take over the more important job of conducting the *Musical Clock*.

She has held to a policy of cooperation with the manager and owner of the Ben Snyder Department Store, with department heads of the store, with newspaper advertising, and with WAVE.

The first man Mrs. Flowers contacts daily at the store is the advertising manager, who furnishes a proof of advertisements to appear in the next day's newspapers. Items for radio plugs are then tentatively selected.

Suggestions From Staff

Next the department heads are visited and asked for suggestions. The sales people, who are to present the advertised merchandise to the purchaser, are asked to give their selling points on the item offered. In this way the ideas of more people are secured and at the same time the radio commentator has opportunity personally to examine, with the shopper's viewpoint, the subjects of her radio talk. Mrs. Flowers, being herself college trained in home economics and having had several years' experience managing a home, has a very sympathetic understanding of the purchaser's attitude.

Now, with the music to be used on the program, the items to be plugged personally inspected, and with the suggestions of the various store people interviewed all in mind, comes the writing of the plugs which are to carry this information to the public. First, the advertising must be fitted to the musical selections. Second, the individual paragraph may refer to a specific item only, but usually some description is also given of the department in which that particular kind of merchandise is found. Thus a much larger coverage is obtained.

This writing Mrs. Flowers does in her office at the store and each

MRS. VIOLA FLOWERS

plug is subject to the suggestion of the store owner, the advertising manager, or any department head who may desire to alter what has already been written. And, whenever, in going about the store, the "Radio Lady" finds something which she feels is of especial interest to the public, or an outstanding value, she doesn't hesitate to plug it. Even the policies of the store are stressed; the fact that the store buys for cash and sells for cash, thus permitting lower prices; the lower rental district in which the store is located; air-conditioned comfort; and similar points.

When completed the program again goes to the advertising manager for check of prices and final suggestions. Nothing is advertised which cannot be shown to the customer just as described. Final approval on each program then must come from the program department of the radio station. Thus does the Ben Snyder transcribed *Musical Clock* become a living personality, inviting the people of Louisville and surrounding territory to shop in this great store. Customers entering the elevators see a large Musical Clock of the "Radio Lady's" own designing, describing the program and associating it in their minds with the store. Thus a definite tie-in of the Ben Snyder Store with the *Musical Clock* program. All customers desiring to do so may meet Mrs. Flowers in person.

Does the program get results? Yes; every department plugged is stimulated into activity, inquiries are made for the items mentioned over the air, and the merchandise is being sold.

HOWARD PETERSON, formerly with WJJD, Chicago, and featured organist on the Publix Theatre circuit, has replaced Ralph Emerson as staff organist of WLS, Chicago. Emerson has been transferred to KOY, Phoenix, Ariz.

ROBERT B. WHITE, who was an actor and announcer at WXYZ and CKLW, before becoming production director at WOR, has joined the production staff of NBC, Chicago.

CARLYLE STEVENS, formerly CBS New York announcer and producer, has joined the network's Hollywood announcing staff.

ALLAN McKEE, announcer for WMT, Cedar Rapids, has been promoted to production manager, and Benne Alter has been named assistant program director.

PAUL W. HEALY, formerly with Scripps-Howard central office in Cincinnati, is now heading the accounting department of WNOX, Knoxville.

EARL CATON, formerly of WAIM, Anderson, S. C., has joined the announcing staff of WOPI, Bristol, Tenn. Charles Greever, a member of the WOPI continuity staff, has resigned to enter the Missouri U school of journalism.

HELENE SMITH, for six years at KGER, Long Beach, Cal., has been appointed program director.

JACK PEYSER, formerly of WLW, CBS, WCPO and KMOX, where he specialized in news broadcasts, has joined the announcing staff of WJJD, Chicago. He has also been with WCPO, Cincinnati, and KMOX, St. Louis.

TED RANDALL, formerly of WDZ, Tuscola, Ill., and Ted Arnold, high school teacher in Iowa, have joined WHBF, Rock Island, Ill.

GEORGE R. HOLBERT, announcer of KIDW, Lamar, Col., has been transferred to KOKO, La Junta, with Sherill Ellsworth taking his place.

HARRY MARBLE, formerly of WORL, Boston, has joined the announcing staff of WCAU, Philadelphia. He succeeds Robert Gill who has taken over as production manager for Horace Feyhl who will be away for two months due to an operation.

MORTON LAWRENCE, announcer of WCAU, Philadelphia, on Oct. 10 will marry Rosalie Shaffer of Philadelphia.

PETER DIXON, free-lance radio writer, has been sent to Hollywood with Thomas McAvity to work on a new show for Lord & Thomas Inc., sponsor unspecified.

JAMES HILL, former page boy with NBC in San Francisco, and now a member of its script writing staff, was the author of *The Clouds Look Down*, drama of American farm life, presented Sept. 15 on NBC-Blue.

JOE McLESKEY, said to be the youngest sports announcer in the country, who handled the Wheaties baseball broadcasts over WSOC, Charlotte, this season, has left the station to enter Davidson College as a freshman.

FRANK COTTER, new to radio, has joined the announcing staff of WSAR, Fall River, Mass.

GORDON KELLY has joined the announcing staff of KGGC, San Francisco. He was formerly with KQW, San Jose. Malcolm Greenwood Jr., has been named a junior announcer.

REID KILPATRICK has taken over the assignment of KEHE, Los Angeles, fights announcer. He succeeds John Austin Driscoll, who recently became manager of KRKD, that city.

RUBEY COWAN, Paramount Productions Inc., Hollywood, radio coordinator, is on an eastern talent scouting tour making radio contacts for his organization. He will visit radio stations in the major cities, checking on talent with picture possibilities.

MAX BRESLOW, musician at KYA, San Francisco, is the father of a baby girl born recently.

HERBERT MacCREADY, announcer of KMOX, St. Louis, recently married Margaret Omohundro.

KENNETH WILLIAMS has joined the announcing staff of WLBC, Muncie, Ind., to replace Robert Ebert who has resigned to complete his education at Marietta College. Henry Marks has been transferred from the sales staff of WLBC to the announcing staff.

JACK STILLWELL resigned as program director of WIRE, Indianapolis, Oct. 1 to join the announcing staff of WLS, Chicago. He started in radio at WNAX, Yankton, S. D., and was with KTSA, San Antonio.

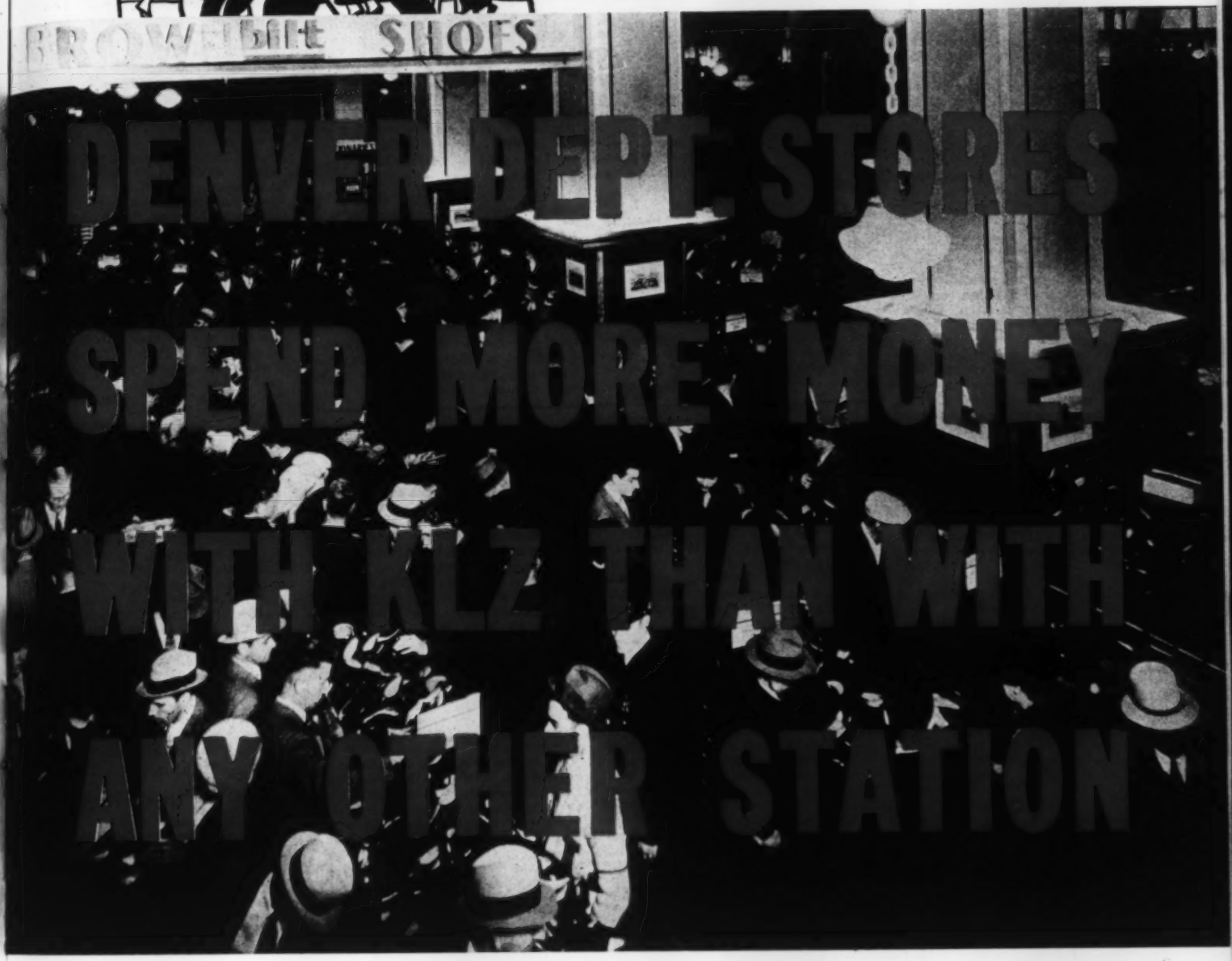
"SMILING" ED McCONNELL, star of the Acme White Lead & Color Works Sunday NBC program, who was seriously injured in an automobile accident Sept. 13, was recovering from his injuries when pneumonia developed Sept. 18 when he was rushed to a hospital at Grand Rapids, Mich. Jod Du Mond has been substituting for Mr. McConnell.

BILL MORROW and Ed Beloin, Jack Benny's radio writers, have been signed to write the dialogue for all future Benny and Mary Livingstone pictures at Paramount Productions Inc. for the next three years.

FRANK LEPORE, former NBC page and for the past four months assistant to William Neel in handling trade press news, has been transfered to the audience mail department in line with the network's policy to give its youngsters a chance to learn the broadcasting business by working in a number of departments.

XUM

Local straws show which way the wind blows in Denver!



The only sales argument retailers can understand is RESULTS! Maps, charts and statistics notwithstanding, retailers demand and see to it that the money they put out today for sales promotion returns tomorrow WITH A PROFIT. Safe for any advertiser to follow is the course of big, successful local retailers.

Significant, therefore, is the fact that Denver department stores, shrewdest of advertising buyers, spend far more money with KLZ than with any other station. Five out of the seven big department stores are KLZ customers . . . two of them fifty-two weeks out of the year.

Denver retailers in other classifications, too, follow the lead of department stores, spend more money with KLZ than with any other station. They know that KLZ dominates listener interest in the Denver - Rocky Mountain region with its dynamic showmanship, superior programming and aggressive activity on all fronts. But more interesting than the **cause** of KLZ popularity to them is the **effect:** KLZ proves surpassingly, substantially and economically resultful.

Get this same effect for **your** product in the Denver-Rocky Mountain region with KLZ.

KLZ *Denver*

CBS AFFILIATE

UNDER AFFILIATED MANAGEMENT WITH WKY, OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY — REPRESENTED NATIONALLY BY THE E. KATZ SPECIAL ADVERTISING AGENCY

XUM

CBS School of Air Resumes on Oct. 18

THE CBS *American School of the Air* returns for its ninth season Oct. 18 with an expanded program in which the National Education Association, representing 750,000 teachers and officials, will join to enter the schoolroom proper for the first time in its history. Sterling Fisher, CBS director of talks and education, has received the NEA's acceptance of an invitation to use CBS facilities and participate in preparation and school utilization of the broadcasts. Another prominent organization, the Progressive Education Association, of some 10,000 teachers and administrators, has also accepted an invitation to take part in the development and presentation of another program representing a new departure in subject matter of radio education.

Miss Helen Johnson, director of broadcasts of the *American School of the Air*, has been assured of continued cooperation by the National Council of Teachers of English, the National Council of Teachers of Geography, the National Vocational Guidance Association, and Junior Programs, a group dedicated to improving radio presentations designed for young listeners.

Each day during the school term, except Saturdays and Sundays, until May 6, the *American School of the Air* will be heard over the network from 2:30-3 p. m., EST. The school will suspend temporarily during the Christmas and Easter recesses. Nine separate series will run during the term. Monday has been divided into two divisions—the first "Exits and Entrances," sponsored by the NEA, filling the full half-hour for 13 weeks, and the "Human Relations Forum," sponsored by the PEA, running a half-hour, the final 13. "Literature and Music" will be heard each Tuesday throughout the term. Wednesdays will be devoted to "Geography." The final 15 minutes on Thursdays will be given over to folk tales and the first fifteen will be divided in 13-week periods between "Songs for Children" and a series of shortwave broadcasts by children in different European cities. "Vocational Guidance" and the "Science Club of the Air" will divide Friday's time throughout the entire series.

YMCA Teaches Radio

YOUNG Men's Christian Assn., New York, is offering courses for the fall semester in electrical theory, radio physics, sound picture servicing, radio code, and radio servicing; for the winter semester, electronic systems and industrial applications; electronic theory, broadcasting, electron tube circuits and television. Faculty is composed of Julius L. Hornung, former instructor in radio theory, Guggenheim School of Aeronautics, New York University, former chief engineer, WGBS and transmission engineer, WINS; Chester L. Smith, former assistant superintendent of construction, Springfield Aircraft Corp., and instructor, aerodynamics, Dodge School of Flying; Paul Von Kunits, chief radio engineer, Bruno Laboratories, former studio engineer, WGBS and WINS; Ralph Batcher, radio consulting engineer, and Louis Bohmann, former radio operator, Independent Wireless Telegraph Co., and Radiomarine Corp. of America.

Guy Bolam, Agency Official in London, Sees Hollywood as Production Center

HOLLYWOOD is definitely the radio production center of the world today, according to Guy Bolam, manager of the London, England radio department of J. Walter Thompson Co., who was on the West Coast late in September. Bolam arrived in Hollywood Sept. 17 for a 10-day conference with Danny Danker, vice-president of the agency's production division in that city. He was also in that city to study the radio entertainment business from the standpoint of type of production and entertainment patterns now in vogue as well as technical production aspects. Bolam expressed surprise at the rapid growth of Hollywood as a radio production center.

"I am amazed to find that it is now necessary to travel an additional 3,000 miles from New York in order to get to the heart of the American radio industry," he said. "I am most astonished that the center of the radio business has travelled so very far west in my five year's absence from America. However, after a moment's thought it seems very natural that this should be so because radio and films are twin brothers in the entertainment field and Hollywood is the world center of both industries."

In discussing European commercial broadcasting he said that "J. Walter Thompson Co. produces 38% of the commercial broadcasts in English in Europe and puts 43 radio shows on the air per week. This is in addition to several programs in French. Due to the peculiar circumstances surrounding broadcasting in Europe, the stations disseminating these programs are located in Luxembourg, Normandy, Lyons and Paris.

"The Thompson idea in the matter of building radio programs to fit the taste and psychology of the listening audience is carried through in Europe just as it is in Australia and other countries in which J. Walter Thompson Co. advertising interests include radio. It is probable for this reason that the success of the J. Walter Thompson Co. foreign office radio operations have paralleled those of the American organizations."

Rulings Set FCC Precedents

(*Continued from Page 24*)

from the financial arrangements.

"It has not been shown that there will result any substantial benefit to the public whatever through approval of the transaction. The Commission is mindful of its duty under the Communications Act to grant its consent only when shown that the giving of such consent would serve public interest. The applicants having failed to sustain this burden, the conclusion must necessarily be made that the granting of the application will not serve the public interest."

The Brooklyn Ruling

In the 14-page decision covering the Brooklyn cases, the Commission brought out that the late Chairman Prall and Commissioner Sykes, Brown and Case concurred in the findings, that Commissioner Stewart dissented and that Commissioners Walker and Payne did not participate. It reviewed the various applications of the Brooklyn stations and of certain other applicants for full time operation on the 1400 kc. channel in detail. The last hearing, on which the new decisions were based, opened March 19 and ran through April 13, being the longest single station hearing on record.

In recommending deletion of WARD, the opinion said that the FCC majority concluded the management of the station had not properly discharged its duty to the public in accordance with standards imposed by the Commission. It was held that defective apparatus was used, resulting in the station's failure to broadcast at a time when it was expected to do so under the terms of its license; that arrangements as to sale of bulk time made by the station management were "tantamount to a surrender of certain of the rights" granted in the license to operate the station; and that, while it was shown that in many respects WARD served the public meritoriously, nevertheless "the improprieties and irregularities of which the licensee of these facilities was shown to have been guilty are such as to establish that the station would not serve public interest if permitted to remain in operation."

In the case of WLTH, the majority held that, while from a technical standpoint the station appears to have been operated by qualified persons and the program service in some respects has been meritorious, it nevertheless appeared "that a questionable number of commercial medical programs were carried which advertised tonics, proprietary medicines, liniments, etc." It was shown also that reasonable time had been afforded all civic, religious, charitable and educational organizations for broadcasting purposes.

Despite this, the decision stated that the majority was of the opinion that the affairs of WLTH "have not been conducted in a manner best suited to public interest." Question was raised about the financial ability of the licensee of WLTH.

Mr. Stewart's Dissent

Commissioner Stewart's dissenting opinion written a day before he retired from the Commission, follows in full text:

Stations WARD, WBBC, WLTH and WVFW seek renewal of licenses. The operations of these stations afford an excellent illustration of what radio stations should not be. The difference between them is the difference between bad and worse. The several applications for renewal of license should be denied.

Kings Broadcasting Corp. seeks to be the assignee of the licenses of Stations WARD and WLTH, and Kings County Council, Veterans of Foreign Wars, seeks permission to acquire control of Station WVFW. A licensee whose operation of his station does not merit renewal of license should not be permitted to escape the consequences of his conduct by assigning the license to others. The applications for assignment should be denied.

Brooklyn Daily Eagle Broadcasting Co. seeks a new station on the time to be made available by the deletion of the present stations on 1400 kilocycles. The indications are that the proposed station would be another run-of-the-mill mediocre broadcasting station of which there are now too many in the New York area. The application should be denied.

Station WEVD seeks full time operation on the 1400 kilocycles channel which will be freed by the deletion of the stations now on that channel. The record shows that Station WEVD is one of the few stations in the United States which places public service above private profit and gives appropriate emphasis to the statutory obligation to operate in the public interest. It has operated to provide a medium through which all sides on public question might be presented and has especially sought to make its facilities available to minorities. Its best time has been devoted to the public rather than to advertisers. Operation on full time instead of its present half time would substantially increase the field of usefulness of an already useful station. The reward for operation in the public interest should be forthcoming wherever possible. The substitution of WEVD for the four stations now operating on 1400 kilocycles would most emphatically be in the public interest. The application should be granted.

KSTP Gives Training In Radio Technique for Public Service Groups

CONVINCED that most of the broadcast time donated to civic, social and educational organizations is lost from a program standpoint because of inexperience of the groups in program planning, KSTP, St. Paul, this fall is planning to teach these organizations program production through a Conference on Educational Broadcasting, the first ever called in the Northwest.

The conference, under the direction of Thomas Dunning Rishworth, KSTP educational director, will be attended by radio representatives of parent-teacher organizations, safety groups, school officials, social welfare agencies and others. It will go into every phase of program planning, production, and broadcast technique in an effort to show the organizations how their audience can be increased by more carefully prepared programs.

In addition to actual broadcast demonstrations and roundtable discussions, KSTP will bring to the Twin Cities for the meeting several nationally-known educators and broadcasters. The conference is set for Oct. 16, the day following the three-day session of the Minnesota Congress of Parents & Teachers.

College Radio Courses

TWO major New York institutions of higher learning are offering various courses in radio this term. Columbia University, as part of its extension curriculum, on Sept. 25 started a course in radio writing under Erik Barnouw, with classes on Mondays from 7:30 to 9:10 p. m. in Philosophy Hall on the university campus. New York University on Sept. 29 started a course in amateur radio conducted by Lawrence M. Cockaday, editor of *Radio News*, and on Sept. 28 started an evening course in television by Prof. H. H. Sheldon.

WLW School Resumes

THE *National School of the Air* series conducted by WLW, Cincinnati, will start its tenth season Oct. 11, the program to include five one-hour broadcasts a week. The station is cooperating with Federal, State and local educational agencies to offer instruction to children in schools of a number of states. Governors of five states have been invited to participate in the opening program.

Better Radio Stations
Use the Gates SIE 27
Speech Input System
Gates RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY
(CABLE ADDRESS GATESRADIO)
ILL., U.S.A.

COMMERCE SERIES ON CBS RESUMES

H. R. Daniel

AN EXPANDED series of Department of Commerce weekly programs on American industries will be resumed over CBS on Tuesdays 4:30 to 5 p. m., EST, beginning Oct. 19 and continuing during the fall and winter. Arrangements were made for the series by Secretary of Commerce Roper with CBS officials.

The new series, in addition to stories of the background and accomplishments of American industries, will include short talks by members of the Business Advisory Council of the Department of Commerce. Relationships of industry with government, labor and the public will be covered.

Stories of industries will be given by Harry R. Daniel, assistant to Secretary Roper, who conducted the nationwide broadcast series last year. A new feature will include two or three episodes in dramatized form, prepared in cooperation with the U. S. Office of Education.

The first talk by Mr. Daniel will cover the furniture industry. Other industries whose stories will be told will include glass, motor vehicle, carpets, and rugs, petroleum, dairy products, commodity distribution, chemicals, tobacco, toys, motion pictures, shoe manufacturers, coffee, tea and spices.

Stuart Tablets Test

F. A. STUART Co., Marshall, Mich. (Stuart's Dyspepsia Tablets), started a 10-week test campaign Sept. 27 on the Don Lee network, plus WNAC, Boston and WNAX, Yankton. Programs include a quarter-hour show Monday, Wednesday and Friday mornings, on the *Rise & Shine* program over 11 Don Lee stations; Francis Cronin at the organ, Monday thru Friday, 6:45-7:00 a. m., over WNAC, and a quarter-hour hillbilly type program every morning except Sunday on WNAX. John H. Dunham Co., Chicago, is agency. The sponsor also was to start quarter-hour live hillbilly shows on five stations Oct. 1 with the possibility that other outlets may be added later. Benson & Dall Inc., Chicago, is the agency. Stations are WHAM, WGN, WLW, WIBW and KCKN.

Hoffman Drops Suit

RELEASE of all defendants in the suit filed by Gov. Harold G. Hoffman, of New Jersey, in which Boake Carter, commentator, and others had been sued for $100,000, was announced Sept. 20 following a friendly exchange of letters. The suit was filed in July, 1936, against Carter, Atlantic Broadcasting Co., WCAU, CBS and two Philco companies as a result of comment on the governor's actions during the Lindbergh trial. According to the plaintiff's counsel, Harry Green, of Newark, who announced the settlement, fees and litigation expenses were paid by the Philco companies.

TALENT CONTEST—A view of the KFOX Talent Contest broadcast from Walker's Department Store in Long Beach, Calif., daily at 11:40 a. m. This one took place in the store window and shows Hal Nichols in window, center, conducting.

How Libel and Slander Affect Radio

(Continued from page 34)

owner, lessee, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employe thereof, if such owner, lessee, licensee, operator, agent or employe shall prove the exercise of due care to prevent the publication or utterance of such statement in such broadcast.

Sec. 2. This act shall not be applicable to or affect any cause of action existing at the time this act becomes effective."

Indiana enacted a law (S-80) in March, 1937 which requires that at least three days before a suit for radio or television libel or slander is brought, the aggrieved party must serve on the station a written notice specifying the words alleged to be false and defamatory. If upon the trial it appears that the words were broadcast in good faith, that falsity was due to mistake or misapprehension of the facts and that a full and fair retraction was broadcast within ten days after the libel was called to the attention of the station, then the plaintiff shall have only actual damages, but none of these provisions apply as to a candidate for public office unless the retraction was made at least three days before the election. This law is aimed in the right direction but the protection it gives to radio stations still remains inadequate.

Federal Remedies

A number of bills on libel and slander have been introduced in the various state legislatures during 1937 and some of them are sufficiently inclusive to embrace defamation by radio. In California a bill was introduced in the Senate (S-785) providing that no owner or operator of a radio station should be liable for statements of speakers discussing political matters except when the owner or operator declares that the statements are made in behalf of such owner or operator. At this writing, the bill has not received legislative sanction.

That the Congress of the United States may constitutionally regulate the subject of radio defamation has never been decided. The argument that Congress has this authority is bottomed upon the theory that broadcasting is interstate commerce. That has been decided by the Supreme Court of the United States and by a number of Federal courts of inferior jurisdiction. * * *

On the other hand, the argument against the right of Congress to enact a radio defamation law is predicated upon the theory that libel and slander constitute matters of local concern because they affect the reputation of the citizens of the state. According to that theory the police power of the state operates upon these relations and as this power has not been delegated to the federal government, the states are free to act. If the state rule on the subject has any relation to any phase of interstate commerce, it is merely incidental and indirect and the action of the state in laying down rules concerning radio defamation does not burden interstate commerce. A long line of analogous cases support this theory.

Constitutional Aspects

As the Supreme Court of the United States has declared that the broadcaster is engaged in interstate commerce, the fundamental constitutional principles applicable generally to interstate commerce and interstate instrumentalities need be noted. Most of such principles are restated by the Supreme Court in the Minnesota Rate Cases (Simpson v. Shepard, 230 U. S. 352, 33 S. Ct. 729) and constitutes what may be considered as an authorative case note. Briefly those principles are as follows:

1. The power of Congress to regulate interstate commerce is plenary and supreme and adequate to secure the freedom of that commerce from state control and to provide such effective regulation as the national interest demands.

2. The power extends to *every part* of interstate commerce and to every instrumentality by which it is carried on.

3. The reserved power of the states to regulate local commerce is limited to power consistent with and not opposed to the grant to Congress.

4. The states may not directly control interstate commerce. Where local action on local conditions affects interstate commerce, state action controls until Congress sees fit to act. When Congress does act its regulations over-ride conflicting state action.

5. *Until Congress acts* there exists a wide range of permissible action by states. This includes matters having obvious and most direct relation to interstate commerce, such as local improvements, local facilities, *health, safety, morals and welfare* of its people.

6. Congress is the judge of the necessity for Federal action and its paramount authority always enables it to intervene and thus displace local laws by substituting laws of its own.

The decisions of the Supreme Court in the so-called "Labor Cases" fortify the view that Congress may go to great lengths in taking action aimed to protect the stream or flow of commerce. It may deal with transactions which are not of the essence of such flow but which spring from other sources—all to the end of protection and advancement of commerce, the promotion of its growth and the assurance of its safety. This applies to every source of danger which threatens interstate commerce even though the activity may be intrastate in character when separately considered, if a close and substantial relation to interstate commerce exists.

The principles set forth in the Minnesota Rate Cases, along with the liberal interpretation set forth in the "Labor Cases" seem to justify the conclusion that Congress has authority completely to regulate the subject of radio defamation, and should it choose to exercise that authority the power of the states on the same subject will be suspended and superseded. This the Congress may do because broadcasting is interstate commerce and broadcasters are instrumentalities of interstate commerce.

Minnesota Case

In the Minnesota Rate Cases *supra* the court said that interstate carriers, in the absence of a Federal statute providing a different rule, are answerable according to the law of the state for acts of nonfeasance, or misfeasance occurring within the state. The court cited cases involving both state statutes and "rules of law enforced in the state courts" wherein interstate agencies were held amenable to rules of liability imposed by the states, but always this was done because the Congress had not legislated on the subject.

The court said that until Congress passed the act of 1908 the states determined the liability of carriers for injuries received by employes of railroads and this was so because Congress had not acted.

If Congress has authority to enact a bill covering all radio defamation it may either increase or decrease existing rules of liability therefor. It may subject the broadcaster to most drastic liability or altogether relieve the broadcaster of liability. Congress increased the legal responsibilities of carriers respecting death or injury to employees and respecting safety appliances. It decreased liability as to shipments of goods and transmission of telegrams. Having the power to legislate, it is not material whether it elects to augment or lessen rights, duties and liabilities.

So far as the substantive law is concerned these and numerous cases which might be cited are

authority that the states, in the exercise of their sovereign powers, have authority to prescribe their own rules, statutory or court decisions, to govern the extent to which broadcasters shall be both civilly and criminally liable for defamation transmitted by radio broadcast. The rules so prescribed apply to dissemination within the states but this right is suspended the instant Congress lays down a rule on this subject. As radio broadcasting is interstate in its characteristics, the Federal rule must govern by force of these circumstances.

The industry must decide whether or not it will advocate the passage of a federal law on radio defamation. In making its decision it will have to consider two opposing views. One view is that according to the "practice of the trade" broadcasters exercise no censorship as to political speakers, public officers, and speakers outside of the studio and have no means of preventing defamation where the speaker deviates from his submitted manuscript. As to these instances the broadcasting company, under existing rules, is subjected to an inequitable obligation from which it should be relieved. It is not able definitely to appraise the extent of its liability. A communication which reaches several states may be held libelous in one state but harmless in another. The situation is somewhat analogous to that of the railroads prior to the enactment of certain legislation. This was described in the *Croninger* case (supra), by quoting as following from the Supreme Court of Georgia:

"* * The Federal courts, sitting in the various states, were following the local rule, a carrier being held liable in one court when under the same state of facts he would be exempt from liability in another. Hence this branch of interstate commerce was being subjected to such a diversity of legislative and judicial holding that it was practically impossible for a shipper engaged in a business that extended beyond the confines of his own state * * * to know, without considerable investigation and trouble and even then oftentimes with but little certainty, what would be the carrier's actual responsibility. * * The Congressional action has made an end to this diversity. * *" (33 S. Ct. 151)

In addition, the industry must recognize the possibility of adverse state legislation such as the Washington state bill which provides for abatement of studios as nuisances in cases of radio defamation.

On the other hand there is the view that granting all that the Federal legislative advocates say the fact remains that the existing situation is not critical and through indemnity agreements and the proper handling of cases only a remote chance exists for being penalized. Should legislation be proposed, the industry would take the risk of having some unsatisfactory rules imposed upon it. Again, while the rule of liability may be settled in Nebraska, Missouri and Washington, no decisions have been rendered in such pivotal states as New York, Massachusetts, Pennsylvania, Ohio, Illinois, Michigan and California. Those taking this view may say that until there is greater wealth of court decisions on this subject legislation should not be attempted.

If a Congressional Act is to be drafted it should be so drawn as to make certain that it covers the whole field, and that it leaves no room for the operation of state statutes or rules of courts. This is necessary in order that one rule of liability shall govern. Unless the Federal bill clearly and definitely discloses an intention to supersede state laws the courts will infer that it does not. (Mintz v. Baldwin, 289 U. S. 346, 53 S. Ct. 611.) In that case a federal law regarding cattle shipments from quarantine districts was held not to supersede a state law requiring a certificate that imported cattle were free from certain disease.

Such a statute may fix liability on the theory of negligence. The theory of making broadcasters liable for negligence is akin to the liability rule applied to telegraph companies (*Western Union Telegraph Company* v. *Cashman*, 149 Fed. (C.C.A.) 367), except that the broadcaster is not a common carrier. The statute might altogether exempt the broadcaster from liability for damages and permit the Commission to revoke the station license or deny applications for renewals where the circumstances indicate that the station indulges in the practice of being negligent in preventing radio defamation.

Program Recording

Manuscripts of speeches and discussions are sometimes filed either before or after their broadcast. Many speeches and discussions, political and economic, are not reduced to writing by the speakers. Even if reduced to writing the broadcast may contain so many deviations that the written manuscript loses much of its value.

In order that the broadcaster may be in a position adequately to protect itself, its policy might be to record all programs in which, because of the calibre of the speaker or the nature of the subject of the broadcast, it is anticipated defamation may occur.

Indemnifying agreements are sometimes taken with respect to particular broadcasts but the policy of some companies has been not to require such agreements generally except for political programs. These agreements are taken to safeguard the broadcaster's interests and not to license the speaker to defame others. Under such agreements the broadcaster's right is to recoup damages.

An indemnity agreement may, of course, be required from all speakers of their principals. The value of such agreements is subject to certain limitations depending upon the responsibility of those executing them but as a restraining and sobering influence they are worth while. They tend to bring home to the speaker the seriousness of any indulgence in defamation and it would seem advisable to require all users of radio facilities to give an indemnity agreement as a matter of course.

The law discussed in this memorandum and the conclusions reached are based upon existing situations. The broadcasting art is in a state of flux and the law pertinent to it is in the same situation. Radio defamation has received but little consideration in the courts and such decisions as have been rendered are by no means determinative of the subject.

MORE big Detroit-sponsored programs by WXYZ than by any other Michigan station! That's the best proof you can have that WXYZ PULLS.

These major Detroit advertisers know their radio stations. Follow their lead to WXYZ and SELL.

Several good, established programs are waiting for you right now. Write!

King-Trendle Broadcasting Corp.
300 Madison Theatre Building · · Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

W X Y Z — DETROIT

(BASIC STATION NBC BLUE NETWORK—KEY STATION MICHIGAN RADIO NETWORK)

XUM

If You Lived

... in San Francisco, or *anywhere* in Northern California, we wouldn't have to run this ad to tell you that...

KSFO'S
New TRANSMITTER

...sends your local or Columbia network program booming, day or night, into its vastly extended coverage area... with all the strength, clarity and tonal beauty of the world's most modern equipment.

We wouldn't have to run this ad...

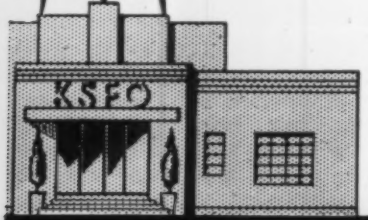
...because you, like 1,850,000 others, would be tuned often to the swell shows at their swellest from the new, 100% high fidelity, distortionless Western Electric transmitter of...

The "New"

KSFO

SAN FRANCISCO

DAY POWER now 5,000 watts. EVENING 1,000 watts... 560 Kilocycles.



RUSS BUILDING
SAN FRANCISCO
Philip G. Lasky
Gen. Mgr.
REPRESENTATIVES
JOHN BLAIR & CO.

COLUMBIA BROADCASTING SYSTEM

15,000 for Wheaties

FIFTEEN thousand children, age 10 to 16, most of them bringing their lunches, jammed Sportsman's Park, St. Louis, on Saturday, Sept. 8, filling the park three hours before the Cardinals were to meet Boston. They came as guests of KWK and General Mills at a *KWK-Wheaties* party, which principals of the local schools announced to their classes beforehand and which a big advertising spread in a local newspaper also publicized, along with a week of announcements newscast by John O'Hara, handling the Wheaties programs. Besides seeing the baseball game, they participated in stunts which led to 360 prize awards ranging from bicycles to tennis rackets.

Football Sponsors

(*Continued from page 14*)

never giving a commercial announcement or any reference to its product during actual playing on the field. Commercials will only be heard at the beginning, at the quarter and half time, at the end and very briefly when there is time out.

Mr. Deal exploited the radio rally and the opening of the football season in the West with quarter-page advertisements in 150 newspapers. He has ordered 750,000 printed schedules for the football season, which will be handed to motorists at filling stations. In addition to this thousands of posters calling attention to the broadcasts have been ordered for display at all Associated dealers.

A weekly mailer to the dealers shows the commercial to be read by the announcer during the coming week's broadcast. This will give the dealer an opportunity of tying in with the air commercial if he so desires.

It is suggested to the dealers, likewise that they call attention to the Associated football broadcast for the coming week-end by advertising in the local paper. Associated Oil furnishes the ad copy, cuts and art work that might be necessary, free of charge.

Among the new tie-in features in connection with the football sponsorship this year is "Professor Pigskin." Questions written to the oil company by football fans will be read over the air by the various commentators between halves. At the same time the commentator, acting in the role of "Professor Pigskin" will announce that the answers to the queries will be found in printed form on the windows of all Associated dealers on Monday morning following the Saturday or Sunday broadcast.

Other Grid Sponsorship

The local Sears-Roebuck store of Tulsa, Okla., will broadcast the complete schedule of Tulsa U on KTUL with Edward Gallaher as sportcaster. The first of the series of 10 games was aired Sept. 25 when Tulsa U played Oklahoma U.

Dodge Motor dealers of Minneapolis and St. Paul will sponsor the complete Minnesota U schedule (eight games) on KSTP with Halsey Hall, sports commentator, at the microphone. Commercials have been banned during the actual broadcasts from the field and will be limited to a 15-minute preview and a 15-minute review of highlights at the conclusion of play. The sponsors will also air a pre-game football party each Friday night titled *Football Highlights*, featuring guest stars and interviews with old timers.

WROL, Knoxville, Tenn., announces that it has paid $2,000 for exclusive rights to all games played by Tennessee U during the season and that the complete schedule is available for sponsorship.

Oldsmobile will sponsor the nine Michigan State games on WXYZ, Detroit, and the Michigan Radio Network, with Carl Gensel and Harry Wismer as commentators. Gensel will also give a Friday night forecast, predicting the outcome of more than 100 games to be played each Saturday throughout the country. Auto Owners Insurance Co., Detroit, is sponsoring a Wednesday evening series on WXYZ featuring Charlie Bachman, coach of Michigan State, who will give a resume of the previous week's games, explain wins and losses and analyze playing tactics of approaching games.

Milwaukee Programs

Sponsored by a local dairy, Harry Stuhldreher, quarter-back of Rockne's original "Four Horsemen", will give three 15-minute talks each week on WTMJ, Milwaukee. On Mondays he will conduct a post mortem on games played the preceding week-end; on Wednesdays he will discuss generally the players of various teams; on Fridays he will forecast games to be played the next day. The broadcasts will originate in Madison, Wis., and when Wisconsin U plays out of town games, Stuhldreher will broadcast from the cities visited. Russ Winnie, WTMJ sports commentator, will assist Mr. Stuhldreher.

Chrysler Motor Co., Detroit, is sponsoring a series of talks on football by Eddie Batchelor, local sports writer, on WJR, that city, Mondays, 6:15 p. m. Lee Anderson Adv. Co., Detroit, is the agency.

The complete schedule of the Ball State Teachers College football games has been sold to the local Singers Bakery and the games will be heard on WLBC, Muncie, Ind.

Socony Adds Three

SOCONY-VACUUM Oil Co. Inc., New York, has added three stations to the previously announced [BROADCASTING, Sept. 15] trio on which this sponsor will broadcast all home games of the Yale football schedule to advertise Mobiloil and Mobilgas. Placed through J. Stirling Getchell Inc., New York, broadcasts will be made each Saturday from Oct. 2 to Nov. 13 on WMCA, New York; WFAS, White Plains; WKBW, Buffalo; WTHT, Hartford; WABY, Albany; WCAX, Burlington, Vt.

CHET CRANK Inc., Los Angeles agency, is handling a $20,000 advertising campaign, which will include radio, for the 25th anniversary celebration by Los Angeles Motor Car Dealers, who from Oct. 30 to Nov. 7 will hold their Silver Jubilee Automobile Show.

PRYOR-MIDGLEY VINDICATED

And Tactfully Ask for Smokes Made by a BBDO Client After Winning WATL Challenge

THE SMOKES are on WATL, Atlanta, but not because of any stork visitation. In our Aug. 15 issue BROADCASTING *published a letter from Maurice C. Coleman, manager of WATL, challenging the radio heads of Batton, Barton, Durstine & Osborn Inc. to produce certain station promotion material sent the agency. Part Two of this series follows:*

EDITOR BROADCASTING:

Is my face red or is it red? Midgley wrote me today, sending all the information detailed even to the color of the stamps, and was I surprised, but I very humbly admitted defeat as you can see by the enclosed carbon copy of letter to him mailed at the same time as this one, and here is the answer:

* * *

"Now that fall is here and vacations are over, we have time to turn around and indulge in some of the more pleasant angles of this broadcasting business.

"Arthur Pryor and I have derived a great deal of enjoyment from your open letter in the Aug. 15 issue of BROADCASTING. Upon returning from my vacation on Aug. 2, there was a large pile of station promotional data on my desk. This was not filed until I had looked it over.

"When your letter appeared along about the middle of the month, I called for the WATL folder and in it found a wad of material clipped together. The first page bore two rubber stamped 'WATL'S', and contained a summary of the stores, sales personnel and payroll in the city of Atlanta. The second page was your good letter of July 18. The next two pages contained a resume of the *Slants on Life with Ralph* program. The next nine pages were a sample script. The next three pages contained factual market data and were followed by the inevitable rate card.

"If this qualifies us for the box of cigars, please make it a carton of Kools or Raleighs instead. We save the coupons.

"Seriously, tho, we are very glad to have this information regarding your program, and you may be sure it will receive every consideration if a campaign is planned in the Atlanta market. As a matter of fact, we have not placed any business in Atlanta for the past several months.

C. E. MIDGELEY JR.
Radio Dept., BBDO, New York"

* * *

And there you have it my friend. After all it does prove one thing. If you want the radio industry to know anything, just publish it in BROADCASTING. I'll let you arrive at your own conclusions—Regards,

MAURICE C. COLEMAN
Manager WATL, Atlanta.

Sept. 23

* * *

And here's Mr. Coleman's reply to Mr. Midgeley:

"I guess everything comes to he who waits, and incidentally I am gratified to learn that my theory has been 'shot to pieces', in fact I intend to shout it from the housetops, that BBDO *does* keep all station data and information sent them.

"Being so elated over this fact your request for a carton of Kools or Raleighs will not only be considered, but you shall receive under separate cover a carton of each, and all the coupons that can be rounded up (maybe if you save enough of 'em we'll trade you the radio station for them) as an extra inducement for your consideration of 'small station' publicity.

"As Taishoff stated in BROADCASTING, criticism given and taken in the proper spirit only adds zest to the industry, as radio stations have been the target in many issues, and I am very happy to learn that Mr. Pryor as well as yourself have accepted my 'criticism' in the spirit in which it was written.

"And now, that all is forgiven, and I have very humbly admitted defeat, 'how about some business from BBDO.'

"Thanking you for your interest in this station, and with kindest personal regards, I am,

Yours very truly,
MAURICE C. COLEMAN."

Keystone to Place

KEYSTONE STEEL & WIRE Co., Peoria, which has placed its business with the Russel M. Seeds Co. Inc., Chicago, will start half-hour Saturday night *Barn Dance* show on the WLW Line starting Oct. 9. Complete station lineup is still to be decided.

Seven times a day CKLW dialers hear the latest news brought to them by our three ace commentators, Val Clare, with his "newsy" style, Joe Gentile, whose smooth, mellow voice always adds interest, and Steve Douglas, hard-hitting, rapid-fire commentator. These boys put personality in the news—build prestige and add background for your sales message. (One news broadcast is still available for sponsorship.)

We want an opportunity to tell you more about the success other prominent advertisers are having on CKLW. 38 advertisers have increased their advertising over CKLW this year, and 23 are using CKLW for the first time.

Covering the **CKLW** *fourth market*

5000 WATTS

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

The THREE SWEETEST WORDS

To A SALES EXECUTIVE, trying to pick this spot or that for resultful sales effort, we submit that just about the sweetest words in any language are:

MORE SPENDABLE MONEY

It is Salt Lake City speaking. Bank deposits here are at an all-time peak of approximately $92,000,000.00 — some three million dollars above the pre-depression high.

To reach the owners of that spendable money, alert national advertisers are using the station which consistently carries more local advertising and serves more local advertisers. There must be a reason!

KDYL

SALT LAKE CITY

An N.B.C. Station

Representatives:

JOHN BLAIR & COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

MASS PICKUPS — It took nine microphones at as many strategic points, four technicians and more than 4,500 feet of open field wire pole line to cover the Sept. 19 Pontifical Mass at Carrollton, Md., conducted by the Baltimore Catholic hierarchy to honor John Carroll, one of the signers of the Declaration of Independence. WBAL's Announcer John Fritsch is here shown at one of the points with Engineer John Mutch at the controls. The massing of thousands of clergymen and laymen over a huge field furnished one of the feature broadcasts of WBAL's history, with part of the two hours on the air relayed to the Mutual Network.

SustainingProgramTime Fed by CBC Is Doubled

STARTING Oct. 3 the Canadian Broadcasting Corp. will feed its 23 basic stations with sustaining programs from 12 noon to midnight, doubling the six hours of sustaining programs which have gone to the stations during the evening hours. The ultimate goal is to feed 16 hours to the stations throughout the Dominion which want CBC programs. The other four hours will be added gradually, probably next year. The schedule from Oct. 3 onward calls for 11 hours of broadcasting from noon to 11 p. m. to the Atlantic Coast provinces, 12 hours each to Ontario and Quebec, 13 hours to the prairie provinces from noon to 1 a. m. and 14 hours to British Columbia, from noon to 2 a. m. The programs are mostly quarter-hours during the daytime, with some half-hour schedules.

In charge of daytime production in the Toronto region, where many of the programs for the national network originate, are Ernest Morgan and George Temple, both veteran announcers and program directors. Evening programs will be handled at the Toronto headquarters by Rupert Lucas, John Kannawin, John Adaskin and George Young.

To assist in handling the six hours of additional broadcasting from the Toronto regional office of the CBC, four announcers have been transferred to the CBC Toronto office. T. O. Wiklund comes from CKOC, Hamilton, where he has been for six years; G. Earle Whittaker from CFCH, North Bay; Raymond Mackness, from the CBC studios in Vancouver; Wm. O'Reilly from CRCO, Ottawa. Norman Lucas is being transferred from the sustaining program production department in Toronto, to the CBC commercial department, where he will be chief operator.

JOHN B. KENNEDY, NBC news commentator, will be heard in a new feature of the General Motors concerts, to be called *Parade of Scientific Progress*.

CRC Lists Calls For Big Stations

Two 50,000 Watt Stations To Take Air Within Few Weeks

By JAMES MONTAGNES

CHANGING the policy of assigning three-letter calls only to Canadian Broadcasting Corp.'s 50,000-watt stations, five of the low-powered CBC stations have been assigned such call letters. While the new 50,000-watt transmitter in Montreal will go on the air as CBF and be used mainly for French programs, the other CBC station, CRCM, changes to CBM. In Toronto CBL is the call of the new 50,000-watt station, while CRCT becomes CBT, and CRCY will be CBC. In Ottawa CRCO becomes CBO, in Windsor CRCW changes to CBW, and in Vancouver CRCV is to be called CBR. These three change over on Oct. 1. The Quebec CBC-owned station, CRCK, remains unchanged.

The two 50,000-watt stations which were to be ready for Oct. 1 have not yet been inaugurated and the buildings are not quite complete. Latest official information is that the stations will be ready to go on the air Nov. 1. Two more such stations are to be built next year in the Atlantic Coast provinces and on the western prairies.

Commercial programs booked for CBL, Toronto, average for each week 1¾ hours in the morning, 1½ hours in the afternoon, and 2¾ hours in the evenings, with Monday night booked solidly. The accounts are split nearly evenly between American and Canadian advertisers.

New CBC regulations [BROADCASTING, Sept. 15] which go into effect on Nov. 1 are not meeting with any opposition from independently-owned stations. Most station managers state that the regulations have been partly in force for some time, and that the advertising content of 5% in an hour had not been rigidly enforced. Said Henry Gooderham, owner of CKCL, Toronto: "There is nothing to worry about in the new regulations. They will not change our policy, except that we may now use a little more time for advertising." The hourly content has been increased to six minutes, with option to put several hours allowance in any one hour.

New Departure Spots

NEW DEPARTURE MFG. Co., Bristol, Conn. (coaster brake), started Sept. 27 a campaign of station break announcements, to be broadcast three times a week for 13 weeks. The fifteen stations carrying the announcements Mondays, Wednesdays and Fridays are: KSTP, KFWB, KSL, WFIL, KOMO, KPRC, WOAI, WFAA, WTIC, WGAR, WSB, KSD, KGA, KALE, KMBC. The agency is Lord & Thomas, New York.

CRCY, Toronto, 100-watt outlet operated by the Canadian Broadcasting Corp., is changing frequency from 1,420 to 960 kc. on Oct. 15, on the grounds that it is now in a congested area with 48 stations jammed near that frequency, while there are only three stations on 960. The station carries only CBC sustaining programs, the other CBC-Toronto station, CRCT, also carrying commercial programs.

XUM

GOP Chairman Lauds American Radio; Partisan Debate in Congress Foreseen

THE likelihood that radio and its regulation may be taken up as a partisan political issue was foreshadowed Sept. 28 in a speech delivered during the *National Radio Forum* conducted by the *Washington Star* on NBC-Blue by Chairman John Hamilton of the Republican National Committee, who praised American radio as an example of competitive private enterprise that makes it "a triumph of free speech" but who also took occasion to point out that Republicans are taking a leading part in airing its "evils".

"Some evils have appeared in the work of the FCC," said Mr. Hamilton. "Our Republican Senator Wallace White of Maine and our Republican Representative Richard Wigglesworth of Massachusetts introduced resolutions into the last session of Congress for investigating these evils. They wanted to put the light of day on all bad practices whether by private operators of radio stations or by public members of the FCC. Such an inquiry, they believed, and they contended, would lead to newer and better regulations and improvements in the already excellent radio broadcasting system."

Mr. Hamilton then pointed that administration forces, despite a favorable report on the White Resolution from the Senate Interstate Commerce Committee, stopped the proposed inquiries both in the Senate and the House.

With respect to radio itself, Mr. Hamilton lauded the *Washington Star Forum* for presenting "a vast variety of talkers and debaters of all shades of opinion, Republican, Democratic, Progressive, Farmer-Laborite, Left Wing, Right Wing and Middle-of-the-Road." The discussions, he added, have "proceeded at a high level of temperateness and mutual consideration." This he pointed to as an example of American free speech, and he praised radio's part as follows:

Freedom of Radio

"The amazing thing in American radio is not, however, merely its facilities and its technical engineering triumphs which take the speaker's voice across such vast expanses of territory to so many millions of homes. Such triumphs are in a degree known also in many other countries. The truly amazing thing about American radio is its triumphs of free speech, of free thought, of free access by listeners to all the new things as well as to all the old things in the mental life and in the economic life and in the political life of the nation. There is more free speech, and more kinds of free speech, in American radio than in the radio of any other country in the world. America leads the world—and leads it by a wide margin—in freedom of speech on that new magical medium.

"But now let me ask you all a question. It is a question that will shed light on many other questions of our day. Why is it that the United States leads the world in free speech on the air? Is it because the managers of America radio just simply happen to have some sort of peculiar passion for free speech? Is it because they are personally morally superior to the managers of radio in other countries? Well, I admire them very much but I don't want to flatter them. They are human beings; and human nature if of very much the same stuff all around the globe. Our American radio managers have their fair share of human weakness as well as their fair share of human virtue. I would not be able to agree that it is simply their virtue, high as it may be, that has given us American radio free speech.

"No. The difference between ours and foreign countries in this matter is not mainly a difference of personalities. It is mainly a difference of institutions. The radio programs of almost all foreign countries are governmentally selected, governmentally produced, governmentally controlled. This means also that they are monopolistically selected, monopolistically produced, monopolistically controlled. There can be no free speech in such circumstances.

"Contrariwise, here in the United States, our radio programs are privately competitively selected, privately competitively produced, and —I was going to say — privately competitively controlled. But that would be a poor and wrong way of saying it. When there is full free competition, there is no really successful control by anybody. If one radio station, through prejudice, does not want to put on Norman Thomas, the Socialist leader, there is some other radio station which, through competition, will proceed to put him on. That is the basic reason, ladies and gentlemen, why you have radio free speech in the United States. The basic reason is competition between stations, competition between chains of stations, competition between producers for programs that will provide new interest for the listeners."

STUMPERS—Listeners of WKZO, Kalamazoo, Mich., submit freak requests for noises on the station's *Stump the Sound Effects Man* program. Esconced in this corner, Leonard Wood uses three turntables with four pickups, as well as miscellaneous gadgets, to simulate the requested sounds. He has produced some 200 different noises, and has 350 more requests in files.

33 Carry Oneida

ONEIDA LTD., (Tudor Plate Silver), Oneida, N. Y. starts Oct. 1 a 15-minute transcribed program of talks and music, titled *Peggy Tudor*. Discs were made by WBS. Stations being used, which number 33, are:

WGN, WOR, KGO, KNX, KWK, WBZ-WBZA, WCCO, WJR, WLW, KOIN, WCAU, KDKA, WHK, KMBC, WFAA, KOL, KSL, KOA, WOW, WGR, WFBR, WGST, WOAI, WJAX, WWL, HKQ, WKY, WSM, WGY, WHO, KFH, WJSV, KPRC. The agency is BBDO, New York.

Kansans have MONEY TO SPEND!

CHECKS FROM THE SALE of bumper crops are pouring into Kansas. 839,770 homes in the WIBW area are in the market for cars, radios, machinery, paint, fencing . . . the list is endless. WIBW is the most powerful, ***personalized*** selling force in this booming market.

LET US PROVE IT! Write for your free copy of **"Kansas Radio Facts,"** the most thorough, intensive, and ***impartial survey*** ever made of a complete state. Unbiased FACTS based on 5,000 house-to-house calls . . . half city and half country . . . in every nook and corner of Kansas.

WIBW — *"The Voice of Kansas"*

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

DRIVE IT HOME WITH -

WNAX- will drive your sales message into the homes of over 2,000,000 listeners in South Dakota, North Dakota, Iowa, Minnesota and Nebraska.

WNAX- with its clear signal of 570 kc. 5000 watts (L.S.) 1000 watts night has gained the confidence of its listeners and they depend upon WNAX for their merchandise.

WNAX- is the largest mail pulling station in this northwest. Drive your sales record to a new high with WNAX.

Representatives

HOWARD H. WILSON CO.

KANSAS CITY • CHICAGO • NEW YORK

Purely Radio

ONE arm of radio is helping the other these days in Oklahoma. Through arrangements worked out by WKY, Oklahoma City, members of the Oklahoma State Radio Service Men's Association and of the Professional Radio Technician's Association of Oklahoma will be able to attend their regular Tuesday evening meetings by radio remote control. W5XAU, ultra high frequency adjunct of WKY, operating on 31.6 megacycles, will air each weekly program of the associated organizations at 8:30 p. m.

IRE Ballots for Pratt And Turner as President

BALLOTING by mail began in latter September to elect 1938 officers of the Institute of Radio Engineers, with two nominees for president — Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. and Hubert M. Turner, associate professor of electrical engineering at Yale University. Both have been very active in IRE committee work in recent years.

Nominations for the honorary vice-presidency, which annually goes to a foreign radio notable, are Raymond Braillard, head of the Control Center of the International Broadcasting Union at Brussels, and Ernest T. Fisk, chairman and managing director of Amalgamated Wireless Ltd., Sydney Australia.

Six nominations for 1938-40 directors are listed, of whom three are to be elected, namely: Adolph B. Chamberlain, CBS chief engineer; Frederick W. Cunningham, assistant broadcast development engineer, Bell Laboratories; Oscar B. Hanson, NBC chief engineer; Lawrence C. F. Horle, New York consulting engineer; Albert F. Murray, engineer in charge of television, Philco Radio & Television Corp.; Cyril M. Jansky Jr., senior partner, Jansky & Bailey, Washington consulting engineers. Ballots will be counted after Oct. 26.

Minnesota U. Courses

FOR THE third consecutive year, the University of Minnesota is offering courses in radio script writing in its extension division, with classes both on the campus in Minneapolis, and at the extension center in St. Paul. Started three years ago as an experiment by Luther Weaver, radio advertising man of the Twin Cities at the request of Dr. Richard R. Price, director of the extension service, the course has taken a definite place in the University of Minnesota curriculum with increased enrollment every year. Mr. Weaver again will conduct the course. Classes will be offered for beginning script writers and advanced workers, the latter class usually embracing workers already holding radio script jobs. Programs, both sustaining and commercial by those who have taken the course, are appearing regularly on Twin Cities and northwestern stations.

Gen. Mauborgne Named To Take Over Army Post As Chief Signal Officer

ONE of the Army's outstanding authorities on radio, Col. Joseph O. Mauborgne, on Oct. 1 takes over the duties of Chief Signal Officer under an appointment by President Roosevelt. He will assume the rank of major general. Until recently director of the Army's radio aircraft laboratory at Dayton, Maj. Gen. Mauborgne succeeds Maj. Gen. James B. Allison, who retired Sept. 30 as chief of the Army Signal Corps.

Gen. Mauborgne

Maj. Gen. Mauborgne has served in the Army since he was graduated from St. Francis Xavier College in New York in 1901. Formerly an infantry officer, he was chief of engineering and research of the Signal Corps in Washington from 1917 to 1921, during which he accompanied the Chief Signal Officer to Europe and later served in Paris in connection with the Inter-Allied Radio Conference.

He has served as chief of many strategic Signal Corps posts, including the Sixth Corps Area, Chicago, the Panama Canal Department, and the Presidio, San Francisco. From 1930 to 1931 he was on duty in Washington as radio expert in patent cases before the War Claims Arbiter.

NAB Engineering Body Names Loyet Chairman

PAUL LOYET, chief engineer of WHO, Des Moines, was named chairman of the NAB Engineering Committee for 1937-38 on Sept. 28 by John Elmer, WCBM, Baltimore, NAB president. He succeeds J. H. DeWitt Jr., WSM, Nashville, chairman for the last two years who, however, remains a member of the committee.

Mr. Loyet

Other members are L. A. Benson, WIL, St. Louis; L. S. Bookwalter, KOIN, Portland, Ore.; E. K. Cohan, CBS; Gerald W. Cooke, WBAL, Baltimore; John E. Fetzer, WKZO, Kalamazoo; E. L. Gove, WHK, Cleveland; C. W. Horn, NBC; Porter Houston, WCBM, Baltimore; Carl Meyers, WGN, Chicago, and John M. Sherman, WTCN, Minneapolis.

ROBERT S. TAPLINGER announces that the management of his Hollywood office has been taken over by Jerry Farrar, sharing executive responsibility with Pauline Swanson, who is in charge of national magazine and syndicate contacts. Mr. Farrar was formerly a public relations executive, vice-president of *Box Office Digest* and advertising manager of *Daily Variety*. Other new members of the Taplinger Hollywood office are Paul Price, formerly of M-G-M's publicity department, as copy chief, and Tommy White, in charge of fashions and women's features. Herschell McGraw has been appointed staff cameraman. Sally Wohl is now office manager.

In the CONTROL ROOM

A. H. SAXTON, NBC's western division chief engineer, will supervise directly both the San Francisco and Hollywood technical staffs in the future. He will divide his time between the network's offices in San Francisco and Hollywood. Saxton will oversee the installation of technical equipment in the new Hollywood studios, to be erected shortly and also direct improvements contemplated in the KGO and KPO studios and transmitters at San Francisco. Curtis Peck, former announcer at KPO and for the past several years in charge of the station's transmitter at Belmont, has been promoted to engineer in charge of the NBC studios in San Francisco. Donald De Wolf continues in a similar position in Hollywood.

C. A. PEREGRINE, studio control supervisor of KOA, Denver, since 1927, has been promoted to chief engineer of that station succeeding Robert H. Owen, who last month was made manager. Mr. Owen succeeded A. E. Nelson, who was made general manager of KDKA, Pittsburgh. Additions to the KOA engineering department include Ruben Isberg, studio engineer, formerly with KFKA, Greeley, Colo., and Garland Dutton, transmitter engineer, formerly of WHO, Des Moines, and WMT, Waterloo.

FARRELL BUCKLEY, operator at KYA, San Francisco, resigned in September to go to Seattle.

EDDIE MILLER, NBC New York studio technician, has been transferred to the network's Hollywood technical staff.

ALFRED SPAN has been placed in charge of the CBS Hollywood sound effects department, having been transferred from the network's New York studios.

WILLARD J. PURCELL, chief engineer of WGY, Schenectady, recently won the championship of the Western Massachusetts Small Bore Rifle Tournament at Pittsfield, Mass., scoring 397 out of a possible 400. In the actual shooting he was tied with another Schenectady man, A. O. Dodge, of the radio department of the General Electric Co., but Purcell had a better score at the 100-yard distance and was awarded the championship.

FRANK MARTIN, formerly of WEEU, Reading, Pa., has joined the staff of WCAU, Philadelphia, as production engineer.

OWEN FORD, Transradio press operator of KDYL, Salt Lake City, has been promoted to control operator and Al Gunderson has been moved to the transmitter staff.

JAMES BOOTH, of Davenport, Ia., has joined the engineering staff of WHBF, Rock Island, Ill.

MIRVEN GREELEY, operator of WEBC, Duluth, was married Sept. 11.

WILLIARD MILLER, studio operator of WOWO and WGL, Ft. Wayne, Ind., is the father of a boy born Sept. 17.

GERALD H. PEASE, studio engineer for NBC in Chicago, has been transferred to New York.

WILLIAM EDDY, formerly with the Farnsworth Television Co., Philadelphia, has joined the NBC engineering department as television engineer in New York. He is a Naval Academy graduate and retired in 1934 as a lieutenant senior grade.

ROBERT PAULSON, KEHE, Los Angeles, technician, has taken a nine-month leave of absence to return to the University of Washington.

CHARLES L. TOWNSEND, NBC-Chicago studio-field engineer, will be transferred to the NBC-New York television department Oct. 1. Wilson T. Knight also of the Chicago staff, has been appointed Townsend's successor, with George Maki taking over Knight's post.

RANDOLPH HALLETT, formerly of WQAM and WIOD, Miami, has joined WGPC, Albany, Ga., as operator and engineer.

LEON LLOYD, formerly of WGPC, Albany, Ga., has joined the technical staff of KLRA, Little Rock.

WALTER SWENSON, George Shoemaker, William Elliott and Color Southern have joined the control staff of WNEW, New York.

CHARLES CORLISS, NBC-Chicago engineer, recently became the father of a baby boy and Frank Schnepper, also of NBC, is the father of a baby girl.

W. E. PLUMMER consulting radio engineer associated with Glenn D. Gillett, Washington consulting firm, sailed for the West Coast via the Panama Canal on Sept. 17 for Los Angeles, where he will arrive Oct. 2. He will engage in field strength survey work for various Gillett clients along the Coast and will remain for several months.

THREE IN ONE—This new short-wave truck of KDYL, Salt Lake City, has three transmitters and a p. a. system. Announcer Myron Fox is shown in action from the observation cockpit.

JOHN KENNEDY, formerly of KRKD, Los Angeles, has joined the KFWB, Hollywood, technical staff.

SAM HAGGARTY, second engineer at CJRM, Regina-Moose Jaw, Sask., has been appointed chief engineer of CJGX, Yorkton, Sask. He has been replaced at CJRM by Bill McDonald.

ED UPDEGRAFF, formerly chief engineer at KFJB, Marshalltown, Ia., and WOC, Davenport, has been added to the engineering staff of WMT, Cedar Rapids, by Charles D. Quentin, technical supervisor.

MICHAEL GOODOVER has joined the staff of KGNF, North Platte, Neb., as control engineer. He was formerly with KXBY, Kansas City.

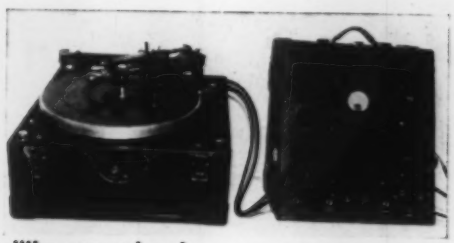
Voices Recreated

QUIN RYAN, manager of WGN, Chicago, now announcing a news broadcast at 11:30 a. m., is presenting the voices of famous people, long dead, on his program. Most of the recordings were made before the advent of broadcasting. Voices heard on the program include Presidents Theodore Roosevelt, Woodrow Wilson, William Howard Taft, Warren G. Harding, and Calvin Coolidge. Other voices include those of William Jennings Bryan, Ellen Terry, the actress, and E. H. Sothern, actor. Bathasweet Corp., New York, sponsors Quin Ryan's news broadcasts. H. M. Kiesewetter Inc., New York, is the agency.

NEWS! Catch it when it happens Broadcast it when convenient

American Legionnaires, bound for their annual convention in New York, left Miami on a 9:30 A.M. train. WQAM, with time sold out until 11:00 A.M., sent their short wave truck to the railroad station with a Presto Recorder, transcribed the scene of departure and broadcast it two hours later.

Leslie Harris, WQAM announcer, interviews departing legionnaires, as Ralph Nulsen, engineer, operates Presto recorder, hastily set up on station platform.



When news breaks, you're on the scene at a moment's notice with the Presto Recorder.

PRESTO Recording Corporation • 147 W. 19th St., N.Y.C.

Purely PROGRAMS

Sets for Sale

TO PROMOTE the sale of radio sets for Hale Bros. Appliance Store in San Jose, Calif., KQW is combining two appeals to the audience in a 13-week campaign. Two 15-minute studio programs built from transcriptions, feature the *Star of Today*. A short biography of the star of today is woven into the script, the main part of which is devoted to selling the Saturday morning program of amateurs, juveniles under 20 years of age, called *Stars of Tomorrow*. The Saturday morning live talent half-hour program is remoted from the store. Weekly winners are given a six weeks' course of professional training by Fanchon-Marco School of the Theater. The programs also attempt to stimulate the trade-in of old sets by offering to repair the best of the lot each week and donate it to a needy individual, selected by the local American Legion post.

* * *

Peekers and Victuals

GOOD FOOD is the theme of a new series on WCFL, Chicago, called *Peekers in the Pantry* and featuring Phil Libby, local food consultant, who is said to give housewives directions for preparing dishes that "please the most particular appetite without straining the most frugal purse." Along with the talks, Ed Burke presents news for women.

May I Cut In?

THE *WBBM Bandwagon* was inaugurated on WBBM, Chicago, Sept. 19 after several weeks of exhaustive short wave testing of the station's mobile unit, W-10-XAL. At least a dozen listeners "break in" on a program, gossip with the talent miles away from the studio, ask for their favorite selection, and show their own entertaining ability.

Each Tuesday and Thursday Paul Luther, announcer, and Ellery Plotts, field engineer, visit a different point in Chicago with the WBBM mobile transmitter, and establish short wave communication with Milton Charles at the console of the organ in the Wrigley building. Radio fans surrounding the "station on wheels" hear Charles' organ selections over a loudspeaker, break in, request their own favorite numbers, and carry on an informal conversation with the artist.

* * *

Jobs Unwanted

HUMAN interest series on WMCA, New York, features people whose jobs are so unusual that no one wants them. Entitled *The Only Ones*, the broadcasts will include the only person who has gone over Niagara Falls twice in a barrel and the only man who drew pay from both the U. S. Navy and Marine Corps.

Police and Fire Coverage

WSBT-WFAM, South Bend, Ind., have arranged with local police and fire departments for coverage of all fires and accidents. A receiver is kept tuned to the local police radio station. In case of accidents, a check is made by telephone with headquarters to secure details which are then put on the air with follow-up stories as soon as complete details are available. The fire department cooperates by phoning reports on fire runs and later, providing reports on amount of damage, cause of blaze, etc. The news room of *South Bend Tribune*, owners of the twin stations, also furnishes news bulletins, in addition to material for daily "Indiana & Michigan News" feature. WSBT-WFAM also uses UP service.

* * *

Rapid-Fire Riddles

A CONTEST in which listeners compete while the program is in progress and learn names of winners instantly, is the feature of *Red Boy Riddles* on KFEL, Denver. Wesley Battersea, well known to Denver radio listeners, handles the program. He asks a riddle, and gives the number of the telephone beside him. Answers come in immediately. The radio audience hears the phone ring and listens while Battersea takes the answers, names and addresses of winners, and dispatches prizes. Without waste of time, another riddle is asked. The program is sponsored by Red Boy Cereal Co., of Colorado, and was placed through Raymond Keane Agency, Denver.

* * *

Words—But Not Spelling

PROGRAM titled *You Don't Say*, a cross between a *Prof. Quiz* and *Spelling Bee*, has been started by WMCA, New York. The audience is asked to give the correct pronunciation of words spelled by the announcer and awards are given to the winners in a series of elimination contests. Scheduled six nights a week, each of the broadcasts is confined to participation of a definite community of metropolitan New York. On Saturday nights there are pre-elimination contests of the preceding night's winners and on the 13th week, the winners of the 12 preceding weeks will be presented for the finals.

* * *

About Neighbors

NEWSPAPERS in 40 counties of Ohio, Kentucky and Indiana have been invited to cooperate in furnishing interesting and unusual items from their communities for *WCKY's Neighbors* on the Cincinnati station. Full credit is given to the publications sending in the items. The program is intended as a good-will builder in WCKY's primary area. It follows the NBC *Farm & Home Hour*, at 1:30 p. m.

* * *

Fire Fighters

THROUGH an arrangement with the fire department, WOPI, Bristol, Tenn., broadcasts the location of every fire breaking out in the city as soon as it is reported. These *Fire Flashes* are sponsored by R. C. Boswell, local insurance agent.

CHILDREN'S DAY—At Nebraska State Fair found Lyle DeMoss (left), program director of KFAB, Lincoln, and John Shafer, program director of KFOR, Lincoln, hitting the high spots of the Midway with Stanley Capps, boy commentator. The two Lincoln stations and KOIL, Omaha, broadcast a full week's coverage of the fair.

* * *

Three in a Row

MOVIE CRITIC, live stock auction and home forum are the themes of three new programs on WOWO, Ft. Wayne, Ind. A local civic committee called Endorsers of Photoplays broadcasts a short resume of current movies together with talks on educational films and television. The Lughill Bros. of Archibold, O., sponsor a weekly live stock auction direct from the local stock yards. A daily morning program conducted by Jane Weston consists of demonstrated lectures to local women's clubs along with guest interviews from the model kitchen which is adjacent to WOWO's studio auditorium.

* * *

Coupon Clippers

PROMOTING different features of the *Des Moines Register* each day, Orville Foster, *Day Dreamer* of the Iowa Network uses organ music, poetry reading and homely philosophy and receives 21,000 coupons weekly from listeners and newspaper readers who ask for his scrapbooks. The *Register*, sponsor of the program, mails poem sheets to subscribers who send in the names of three friends. A good example of the effectiveness of newspaper-radio cooperation, says the Iowa network.

* * *

Operatic Series

WQXR, New York, started Sept. 25 *Gateway to Opera*, presenting a repertoire of operas, starting with *Don Pasquale*. The program is heard Saturdays at 7-8 p. m.

KFH

Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans, in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

KFH CBS WICHITA • KANSAS •

National Representative EDWARD PETRY AND CO.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by FREE & PETERS

On WCKY for Women

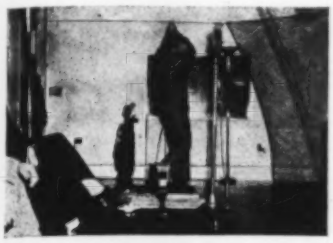
WCKY, Cincinnati, is cooperating with 90 women's organizations staging the Women's Exposition in November, offering a weekly program of interviews with prominent club women. Other new WCKY programs include weekly interviews with business women and social leaders, two dramatic programs in collaboration with University of Cincinnati, and two morning programs, *For Women Only* and *The Household Hour*.

* * *

The Whole Truth—Partly

WLS, Chicago, is presenting a program of "opposites" each Tuesday, Thursday and Saturday at 11:30-11:45 a. m. Two staff artists, both Oklahomans, tell the exact opposites in stories — Chuck Acree relating the "whole truth" while Pokey Martin, who has developed quite a large tall-story reputation, tells the truth—with a hole in it. Howard Peterson, new WLS organist, livens the program with musical selections.

* * *



STUDIO DRIVING — WGAR, Cleveland, staged a studio driving contest during the late September Western Open Golf Tournament. Here is Horton Smith, well-known pro, driving one into a net.

* * *

Thrills of the Gridiron

DRAMATIZED thrills in the careers of football stars is the theme of a Friday evening series called *Gridiron Smoker* on WHN, New York. The programs close with late football news flashes and are proving to be very popular, according to WHN.

* * *

The Friendly Voice

WWVA, Wheeling, uses a different salute on the hour each day, saluting a nearby town for a whole day with an announcement of this type: 'This is radio station WWVA in Wheeling, West Virginia, Moundsville's Friendly Neighbor."

* * *

Coffee and Doughnuts

SPEAKING of program titles that are naturals, it appears that Lee Vickers, program director of WDNC, Durham, N. C., struck pure gold when he named a daily early morning variety show *Coffee and Doughnuts*.

* * *

For Early Birds

STAN SHAW, conductor of the *Milkmen's Matinee* on WNEW, New York, from 2 a. m. to 7 a. m. each weekday, has inaugurated a new period at 6:45 a. m. especially for commuters who can't wait for the 8 a. m. broadcasts.

For the Little Fellow

STEEL WORKERS get to express their opinions over WIND, Gary, Ind., in a daily series broadcast from the entrances to the Gary Steel Mills at 8:15 a. m. when the mill hands change their shifts. Sponsored by Liberal Credit Clothing Co., that city, the program is titled *The Worker*, and has built a tremendous lot of good-will.

* * *

KGVO Fights Forest Fires

FIRE FIGHTING is a part of the public service of KGVO, Missoula, Mont., located near the national forests of the Northern Rockies. Recently when a forest fire broke out, KGVO appealed for volunteer fire fighters on every half-hour station break and four hours later 750 volunteers were on hand. KGVO says it's just a part of its routine public service.

* * *

All About Cotton

COTTON came in for discussion on WRBL, Columbus, Ga., recently when nine mill executives explained the cotton industry during *Cotton Mills*, a full hour program. It not only created good-will among the mill employes, says WRBL, but it acquainted the listeners with the real value of the mills to the welfare of the city.

* * *

KGVO Aids Police

TO AID the State Highway Patrol in western Montana, which lacks a transmitter although all cars are equipped with receivers, KGVO, Missoula, cooperates by broadcasting notices of criminals known to be abroad on the highways. Patrol headquarters at Helena flash such notices to KGVO, which immediately broadcasts them to the patrolmen, who keep tuned to this station at all times.

* * *

Choice of Actors

ACTORS are chosen by listeners who mail in their votes during auditions broadcast on KYOS, Merced, Cal., where a series of dramatic programs is in production. The auditions are arranged in the form of a build up for the next drama to be broadcast. The audience welcomes a chance to participate, says KYOS.

* * *

Flying Club Formed

WHIO, Dayton, and the *Dayton Daily News* athletic association have formed the Newhio Flying Club, which now has over 400 members. The purpose of the Newhio club is to create interest in aviation. In the Saturday morning program on WHIO the director discusses the plans of the club with different members.

* * *

Public Personalities

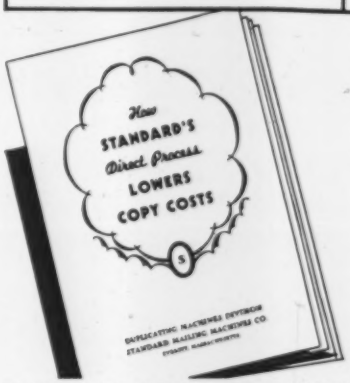
IRA BLUE, NBC sportscaster in San Francisco, has started *Names & Faces* on KPO Sundays, a program dealing with prominent personalities. Joseph Magnin & Co., San Francisco clothing store, is sponsor.

NEWS
is your best bet
TRANSRADIO

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Mary hears about the STANDARD New Process Duplicator

"Is that the new duplicator you've been telling me about, Grace?"
"Yes, Mary, and I'll never go back to the old kind again. The Standard is so much faster and cleaner."
"Do you really mean that you haven't any messy gelatin rolls to take care of?"
"No, they aren't needed. You see, this is a direct process machine which doesn't require a transfer medium."
"But surely you have to set up type, or use stencils or ink or something with the Standard, don't you?"
"No, I don't, Mary! I type a master, attach it in the drum and run copies right away."
"We get longer runs of much brighter copies in about a third of the time. It is clean and always ready to use — and economical, too."
"I'm going right back to our station manager and ask him if he won't get us a Standard. Gee, Grace, but it will make my work easy!"



Find out more about this new way of making copies by *direct fluid process*. Learn how to prepare bright legible scripts easily, quickly, economically—the fluid way. Find out how other radio stations are using the Standard New Process Duplicator to real advantage.

FREE! 20 Page Booklet

Send for free booklet "How Standard's Direct Process Lowers Copy Costs" which gives complete information regarding the Standard machine. There is no obligation. Use the attached coupon for reply.

MAIL COUPON TODAY

Duplicating Machine Division
STANDARD MAILING MACHINES CO.
Spring Street, Everett, Mass.

Without obligation, please send me free 20 page booklet "How Standard's Direct Process Lowers Copy Costs" giving complete information on the Standard New Process Duplicator.

Name .....

Firm .....

Address .....

STANDARD New Process DUPLICATORS

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHN, New York

Knox Co., Los Angeles (Cystex), 26 *t*, thru Allen C. Smith Adv. Co., Kansas City.
Lea & Perrins Inc., New York, 5 weekly *sa*, 39 weeks, thru Schwimmer & Scott, Chicago.
Lewis-Howe Medicine Co., St. Louis (Tums), daily *sa*, 39 weeks, thru H. W. Kastor & Sons Adv. Agency Inc., Chicago.
Bernard Perfumers, St. Louis, 104 *sp*, thru Johnson Sel Co., Chicago.
Technicians Institute, New York, 20 weekly *sp*, thru Winer Co., N. Y.
Midwest Radio Corp., Cincinnati, 5 weekly *sa*, 13 weeks, thru Key Adv. Co., Cincinnati.
Eaton Paper Co., Pittsfield, Mass., *sa*, 13 weeks, thru Badger & Browning Inc., Boston.
Peter Doelger Brewing Corp., Harrison, N. J., *sa*, thru Leonard F. Winston, N. Y.

KYA, San Francisco

New Century Beverage Co., San Francisco (beverages), 30 weekly *sa*, thru Emert R. Ham Adv., San Francisco.
Carter Medicine Co., New York (medicine), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
Tidewater Associated Oil Co., San Francisco, 4 football broadcasts, direct.
The Knox Co., Kansas City (Cystex), weekly *t*, thru Allen C. Smith Adv. Co., Kansas City.
Lydia E. Pinkham Medicine Co., New York, 5 weekly *t*, thru Erwin Wasey & Co., N. Y.
Tidewater Associated Oil Co., San Francisco (gasoline and motor oils), 2 weekly football broadcasts, thru Lord & Thomas, San Francisco.

CJRC, Winnipeg

National Biscuit Co., Toronto, 13 weekly *t*, thru All-Canada Radio Facilities, Winnipeg.
Ford Motor Co. of Canada Ltd., 26 weekly *t*, thru N. W. Ayer & Son of Canada Ltd., Toronto.
Levy Bros., Hamilton (jewelers), 26 weekly *t*, thru Ferres Adv. Service, Hamilton.
Procter & Gamble Co. of Canada Ltd., 6 weekly *t*, (Crisco and White Naphtha Soap), thru Compton Adv. Agency, Inc., N. Y.

WNOX, Knoxville

H. J. Heinz Co., Pittsburgh (food), 2 weekly *t*, thru Maxon Inc., Detroit.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency Inc., Chicago.
Beeman's Laboratory, Atlanta (proprietary), 6 weekly *sp*, thru Groves-Keen Inc., Atlanta.
Bulova Watch Co., New York, 6 daily *sa*, thru Biow Co. Inc., N. Y.

WSAR, Fall River, Mass.

Coleman Lamp & Stove Co., Wichita, daily *sa*, thru Potts-Turnbull Co., Kansas City.
Carter Medicine Co., New York (liver pills), 5 weekly *sa*, thru Street & Finney Inc., N. Y.

WABC, New York

Thomas Leeming & Co., New York (Baume Bengue), five weekly *sp*, thru Wm. Esty & Co. Inc., N. Y.

KEHE, Los Angeles

Union Pacific System, Omaha (rail transportation), 42 *sa*, thru Caples Co., Los Angeles.

KSO-KRNT-WMT, Iowa

Chamberlain Laboratories Inc., Des Moines (lotion), 7 weekly *ta*, thru Coolidge Adv. Agency, Des Moines.
Los Angeles Soap Co., Los Angeles (White King soap), 5 weekly *t*, thru Barnes-Chase Adv. Agency, Los Angeles.
Zerbst Pharmacal Co., St. Louis (proprietary), daily *sa*, thru Barrons Adv. Agency, Kansas City.
American Tobacco Co., New York (Roi Tan cigars), daily *sa*, thru Lawrence C. Gumbinner, N. Y.
Block Chemical Co., Brooklyn (Omega Oil), 5 weekly *ta*, thru Husband & Thomas, N. Y.
Northup King & Co., Minneapolis (seeds), 6 weekly *sp*, thru Olmsted-Hewitt Inc., Minneapolis.
Sherwin Williams Co., Cleveland (paint), *sa* series, thru N. W. Ayer & Son Inc., N. Y.

KDKA, Pittsburgh

Pennsylvania State Publicity Campaign, Harrisburg, 6 *t*, thru Walker & Downing, Pittsburgh.
Mantle Lamp Co., Chicago, 156 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Campbell Cereal Co., Northfield, Minn., 52 *t*, thru Mitchell-Faust Adv. Co., Chicago.
Crown Overall Mfg. Co., Cincinnati, 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Gorton Pew Fisheries Co. Inc., Gloucester, Mass., 60 *sa*, thru H. B. LaQuatte Inc., New York City.

WHBF, Rock Island, Ill.

Chicago Motor Club, Chicago, weekly *t*, thru McJunkin Adv. Agency, Chicago.
Welcome Baking Co., Davenport, Ia. (Peter Pan bread), 6 weekly *sp*, direct.
Medica Products Co., Chicago (Spirex), 4 daily *sa*, direct.
Kohr Packing Co., Davenport, Ia. (meat), 3 daily *sa*, thru Rudy A. Mortiz Adv. Agency, Davenport, Ia.

WOWO, Fort Wayne, Ind.

Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Wade Adv. Agency, Chicago.
McKenzie Milling Co., Quincy, Mich. (pancake flour), daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Ironized Yeast Co., Atlanta, 2 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.

WHO, Des Moines

American Chemical Products Co., Des Moines, 2 weekly *sa*, thru L. W. Ramsey Co., Davenport, Ia.
Continental Baking Co., New York, 5 weekly *t*, thru Benton & Bowles Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (stoves), 3 weekly *sp*, thru Greve Adv. Agency, Minneapolis.
American Tobacco Co., New York (Roi-Tan cigars), 100 *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Bernard Perfumers Inc., St. Louis, weekly *sp*, thru Sel Johnson Co., St. Louis.
Oyster Shell Products Corp., New Rochelle, N. Y., 52 *sa*, thru Husband & Thomas, N. Y.

KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.
Procter & Gamble Co., Cincinnati (Dash), 5 wekly *t*, thru Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Manhattan Soap Co. Inc., New York (Sweetheart soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

KSFO, San Francisco

B. T. Babbitt Inc., New York (Bab-O cleanser), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York (remedies), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.
Southern Pacific Railroad, San Francisco (transportation), 6 weekly *sa*, thru Lord & Thomas, San Francisco.

WKBZ, Muskegon, Mich.

American Gas Machine Co., Albert Lea, Minn. (stoves), 2 weekly *t*, thru Greve Adv. Agency, St. Paul.
Watchtower Bible Society, Brooklyn, weekly *sp*, thru Acorn Adv. Agency, N. Y.

KGHF, Pueblo, Col.

Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Continental Baking Co., New York, 6 weekly *t*, thru Benton & Bowles Inc., N. Y.

Drawn for BROADCASTING by Sid Hix

"That Must Be Some of WVJ's Balanced Programming."

WOR, Newark

Childs Restaurants, New York, 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Pacquin Inc., New York (cosmetics), 3 weekly *t*, thru Wm. Esty & Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 5 weekly *t*, thru Compton Adv. Inc., N. Y.
North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Weston Biscuit Co. Ltd., Passaic, N. J. (English Quality Biscuits), weekly *sp*, thru Radio Adv. Associates, Passaic.
Canada Dry Ginger Ale Inc., New York, 3 weekly *sp*, thru J. M. Mathes Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene shampoo), weekly *t*, thru H. W. Kastor & Sons Adv. Agency Inc., Chicago.
Health Research Foundation, Ann Arbor, Mich. (vitamin tablets), weekly *sp*, thru Andrews Adv. Agency, Detroit.
Walker-Gordon Laboratory, Plainsboro, N. J. (milk), 5 weekly *sp*, thru Young & Rubicam Inc., N. Y.
R. B. Semler Inc., New York (Kreml hair tonic), 2 weekly *sp*, thru Erwin, Wasey & Co., N. Y.

WJJD, Chicago

Hamlin's Wizard Oil Co., Chicago (Hamlin's Wizard Oil), 5 weekly *t*, thru Vanderbie & Rubens Inc., Chicago.
Willard Tablet Co., Chicago (Willard's Messenger), 5 weekly *t*, thru First United Broadcasters Inc., Chicago.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Nu-Enamel Illmo Co., Chicago (Chicago Nu-Enamel dealers), 1,000 *sa* for 52 weeks, direct.

KFI, Los Angeles

B. T. Babbitt Inc., New York (Bab-O cleanser), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Manhattan Soap Sales Corp., New York (Sweetheart soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.
Larus & Bros. Co., Richmond, Va. (cigarettes), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.
Thomas Leeming & Co., Inc., New York (Baume Bengue), 6 weekly *sa*, thru Wm. Esty & Co. Inc., N. Y.
Buick Motor Co., Flint, Mich. (autos), 26 *sa*, thru Arthur H. Kudner Inc., N. Y.

KFRC, San Francisco

Gas Appliance Society of California, San Francisco (gas appliances), 31 weekly *ta*, thru Jean Scott Frickelton Adv., San Francisco.
Vermont Maid Syrup, New York (syrup), 6 weekly *ta*, thru J. Walter Thompson Co., N. Y.
American Pop Corn Co., Des Moines (pop corn), weekly *t*, thru Coolidge Adv. Agency, Des Moines.
Underwood - Elliott - Fisher Co., New York (office equipment), 17 weekly *sa*, thru Marschalk & Pratt, N. Y.

KPO, San Francisco

Howe Inc., Seattle (Howe's hand lotion), weekly *sp*, thru S. L. Kay Inc., San Francisco.
Sperry Flour Co. (Division of General Mills Inc.), San Francisco, 1 *sp*, thru Westco Adv. Agency, San Francisco.
Wesson Oil & Snowdrift Sales Co., San Francisco (Wesson oil and Snowdrift), weekly *sp*, thru Fitzgerald Adv. Agency Inc., New Orleans.

WIND, Gary

Chicago Engineering Works, Chicago (air conditioning instruction), 6 weekly *sa*, thru James R. Lunke & Associates, Chicago.

WOAI, San Antonio

Olds Motor Works, Detroit (autos), weekly *t*, thru D. P. Brothers & Associates, Detroit.

Mantle Lamp Co., Chicago (Aladdin lamps), weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.

Oneida Community Ltd., Oneida, N. Y. (Tudor plate), weekly *t*, thru BBDO, Buffalo.

Folger Coffee Co., Kansas City, 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Hecker Products Corp., New York (Silver Dust), 4 weekly *t*, thru BBDO, N. Y.

Texas Commentator, Austin (magazine), weekly *sp*, thru Shea Radio Adv. Co., San Antonio.

American Home Products Co., New York (Anacin), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WFAA, Dallas

White King Soap Co., Los Angeles (soap), 65 *t*, thru Barnes-Chase Co., Los Angeles.

Barton Mfg. Co., St. Louis (shoe polish), 52 *sa*, thru Anfenger Adv. Agency Inc., St. Louis.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Inc., Milwaukee.

Penick & Ford, New York (syrup), 204 *sa*, thru J. Walter Thompson Co., N. Y.

Pinex Co., Fort Wayne (cough syrup), 110 *sa*, thru Russel M. Seeds Co., Chicago.

Devoe & Raynolds Co., New York (Pee-Gee paints), 13 *ta*, thru J. Sterling Getchell Inc., N. Y.

Rit Products Co., Chicago (dye), 52 *ta*, thru Earle Ludgin Inc., Chicago.

KGER, Long Beach, Cal.

Petri Cigar Co., San Francisco (cigars), 6 weekly *sa*, direct.

De Gregory Paint Co., Los Angeles (paints), 6 weekly *sa*, direct.

Pacific Garden Magazine, Los Angeles (publication), 3 weekly *sa*, thru Wm. A. Ingoldsby Co., Los Angeles.

WGN, Chicago

Anderson Co., Gary, Ind. (Sleetmaster), daily *sa*, thru Schwab & Beatty Inc., N. Y.

Bathasweet Corp., New York (bath product), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc.,N. Y.

KIDW, Lamar, Col.

Kuner-Empson Co., Denver (tomatoes), 13 *sa*, thru Woolley & Hunter Inc., Denver.

H. D. Lee Mercantile Co., Kansas City (overalls), 26 *sa*, thru J. Stirling Getchell Inc., Kansas City.

JACK BYERS, formerly with Associated Cinema Studios, Hollywood, has joined the recording department of Sound Reproductions Inc., 15 W. 46th St., New York, recently reorganized by Eugene L. Bresson, who announces that he has added three cutting machines to present equipment now totalling six. When the reorganization of the firm took place, John Mayo became executive in charge of sales. Mr. Mayo was formerly with NBC and CBS in New York and Washington and with WNOX, Knoxville.

TRANSCRIBED RADIO SHOWS Inc., New York City, announce plans for fall promotion of a new series entitled *Robinson Crusoe Jr.*, consisting of 39 fifteen-minute episodes. Top-notch stars are used in the production of this series made in the studios of WBS. Promotion campaign for this series includes *Robinson Crusoe Jr. Club* buttons, pledge cards, and a colorful map of Adventure Island.

BEST IN THE WEST

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate

TRANSCRIPTIONS

NEW stations contracting for NBC's *Thesaurus* library service include KSRO, Santa Rosa, Cal.; WCBS, Springfield, Ill., and KOKO, La Junta, Col.

NEW subscribers reported by WBS for the World program library include KATE, Albert Lea, Minn.; KOAM, Pittsburg, Kan.; CHLN, Three Rivers, Quebec.

STANDARD RADIO reports four new stations subscribing to its program library — WWAE, Hammond, Ind.; WMBD, Peoria; KATE, Albert Lea, Minn.; WLAW, Lawrence, Mass. Standard's *Popular Supplement* has also been purchased by KATE, WWAE, WLAW and KCMO, Kansas City, and WJBK, Detroit.

RADIO program division of Walter Biddick Co., Los Angeles, on Oct. 1 starts to augment its 10 series of dramatized half-minute programs adapted to various lines of business. An additional 26 programs will be recorded, including those for the fur industry, optometry, jewelers, loans, clothing, used cars, bakeries and others. Script writers added to the radio program division of the Biddick Company include Dick Hettrick, Noreen Gammill and Irene Korphage. Writers will work on special assignments for the balance of the year.

DAVID S. BALLOU Productions has been formed in Hollywood by David S. Ballou and headquarters established at 1611 Cosmo St., that city, in the same building with Aerogram Corp., transcription concern. Production has started on 39 quarter-hour *Thrills Behind the News Reel*. James Guilfoyle is writer and Ray Fernstrom narrator. Aerogram Corp. is cutting the series.

RADIO RECORDERS Inc., Hollywood transcription concern, is cutting 65 quarter-hour recordings of *Love for a Day*, dramatic-musical series, featuring Helen Gahagan, which is being placed thru Blackett-Sample-Hummert Inc., Chicago, under sponsorship of General Mills Inc. Series written by Jo Milward, and directed by Charles Tazewell, under supervision of Courtney Savage, producer, is being heard five times weekly on eastern stations having started Sept. 27 for 13 weeks. It will be heard as a CBS transcontinental live talent show after Dec. 27, emanating from Hollywood.

I. O. WITTE, independent radio producer and merchandiser of Los Angeles, who recently resigned as vice-president of Fitra Productions Inc., Hollywood, plans production of a new series of transcribed programs now is headquartering temporarily at 5505 Melrose Ave.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

May Robson Discs Made At Hollywood Premiere

HOLLYWOOD radio fall season promises many innovations with previews and premieres of new programs stepping up to the "top hat" stage. Latest was the two-hour audience premiere Sept. 24 at the CBS Hollywood Playhouse of the May Robson transcription serial *Lady of Millions*, being cut by Associated Cinema Studios, that city, during which five quarter-hour programs were transcribed on the theatre stage.

They were the first of a series of 100 which will be sponsored nationally by Bauer & Black (Velure hand lotion), starting Oct. 18. This was said to be the first time this type of radio program had been cut before a visible audience. While not a broadcast, several hundred persons saw the world premiere of *Lady of Millions*. The event had all the earmarks of a Hollywood premiere with kleig lights and film celebrities in the audience. It was doubly significant, the date marking Miss Robson's 54th anniversary in show business. The sponsor presented 100 dozen samples of its product to the audience following the premiere.

NEW ZEALAND rights to 107 quarter-hour transcribed episodes of *William and Watanbe*, comedy serial, have been sold to Broadcasting Service Assn. Ltd., Sydney, Australia, holders of the Australian rights, through its American representative, Dr. Ralph L. Power, Los Angeles. Series, written and produced by Edmund J. Holden, and cut by RCA-Victor, Hollywood, was an NBC-Pacific Blue network feature a year ago under sponsorship of Miles Laboratories Inc. (Alka Seltzer).

SSS Schedules 50

SSS Co., Atlanta, Ga. (tonic), started Sept. 27 its second year on the air, using transcriptions of *Tonic Time*, quarter-hour program. More stations are being used this year than last; between 45 and 50 have already been scheduled and more may be added. Talent includes Joe Green's Marimba orchestra; Kay Spaulding, vocalist; a quartette; and Len Sterling, announcer. Transamerican Broadcasting & Television Corp., New York, made the discs, and the agency is Southern States Adv. Corp., Atlanta.

LONGWORTH MILLING Co., Toronto (poultry feeds), starts a weekly 15-minute noonday program of old-fashioned music and poultry talks, with live talent, for 26 weeks over CFRB, Toronto, and CKNX, Wingham, Ont.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

Mr. Yankee Time Buyer:

THE Florida sleeper goes through Augusta about 4:00 A. M. and the chances are that you haven't had a good look at this city. Next time you head south, plan to get off here and spend a day as our guest.

But until then, remember that our natural resources are cotton, timber, fine clays and cattle (look up current market quotations), and we have a lot of mills turning out cotton goods, cooking oils, rayon, building tile and paper. Uncle Sam has dredged the Savannah up to our door, and in "Port Augusta" we have a new shipping center.

Our people are old American stock, and whatever has Gone With The Wind has come back to them on the new tide of prosperity. They love radio entertainment and you can sell them a lot of your product by going on the air over WRDW. 98% of all the 307,000 radio families within our range tune us in every day. 49% listen to no other station.

Put us on that list on the corner of your desk. We'll deliver for you.

1500 Kc. **WRDW** 250 W. Day 100 W. Night

AUGUSTA, GA.

National Representative

J. J. DEVINE *and* ASSOCIATES, Inc.

New York • Chicago • Detroit • Atlanta • Pittsburgh

Radio Advertisers

RIVAL PACKING Co., Chicago (Rival Dog Food), currently on six stations, will add WMAQ, Chicago, Oct. 4. A 10-minute musical clock show will be broadcast at 8:30 a. m. daily except Sunday. Other stations being used by Rival dog food are: WTAM, WGY, WBZ - WBZA, WHAM, WTMJ and WJR. Charles Silver Co., Chicago, is agency.

KROGER GROCERY & BAKING Co., Cincinnati (Kroger stores), has started an innovation on its daytime script serial, *Linda's First Love*, a transcribed program, by presenting weekly guest stars on the transcriptions. Ralph H. Jones Co., Cincinnati, is agency.

• THE DAILY HABIT OF OVER ONE-HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.

JAMES A. WAGNER Managing-Director

FULL TIME CBS STATION

WTAQ

GREEN BAY • WISCONSIN

LONGWORTH MILLING Co., West Toronto, which tested on CKNX, Wingham, Ont., this spring, has launched a fall campaign on CFRB, Toronto, and CKNX, Wingham. G. E. Dixon, poultry expert of Harper Adams College, will be featured in the CFRB broadcast each Monday. His scripts will be used for the CKNX broadcast on Friday by Howard Bedford, of that station, who is also acting as Mr. Dixon's announcer for the CFRB broadcast. The campaign is once-weekly for 26 weeks, commencing Oct. 4.

NORTHERN CALIFORNIA Willys Dealers have appointed Frank Wright & Associates, San Francisco, in charge of advertising. Radio, newspapers and billboards will be employed to stimulate the sale of new Willys 77 car.

JENKEL - DAVIDSON OPTICAL Co., America's largest optical prescription headquarters, operating nine branch offices in leading California cities, has appointed the San Francisco offices of Frank Wright & Associates to direct its advertising campaign, using newspapers, magazines and radio.

HOFFMAN CANDY Co., Los Angeles, on Sept. 15 started for 26 weeks using a weekly quarter-hour musical transcription series, *Marching Alone*, on KECA, that city. Same series was also started Sept. 18 on KFI, Los Angeles. Mayers Co., Los Angeles, has account.

SAMARITAN TREATMENT, Los Angeles (alcoholic treatment), a consistent user of radio time, on Sept. 15 started a 26-week campaign using quarter-hour musical transcriptions and spot announcements on KFAC, KFVD, KGFJ, KFWB, KJBS, KPO, KLS,, KRE, and on Oct 1 added KXYZ, and WTAM. List of stations will be extended nationally. Hugh Woods Adv. Agency, Los Angeles, has account.

MARDI GRAS—Kellogg Co. broadcasting six evenings a week on WCOL, Columbus, with Irven Scheibeck as the *Kellogg Sportsman*, staged a party for old and young at a local amusement park, climaxing the junior baseball league's season. Winners had been given a trip to the Cleveland exposition and two leading teams were outfitted with uniforms. At the mardi gras, Kellogg boxtops were worth a nickel on amusements and $250 in prizes were distributed. Here is a view of some of the prizes on display in the window of Cussins & Fearn. The Columbus Knot Hole Gang, baseball group, participated in the promotion.

SCHLITZ BREWING Co., Milwaukee (beer), has started the *Schlitz Palm Garden on the Air*, weekly quarter-hour transcription on WDBJ, Roanoke, Va. About 10 other stations are current broadcasting the series in addition to broadcasts in other markets being sponsored by local distributors. No additional stations will be added until the first of next year. McJunkin Adv. Co., Chicago, is agency.

CLEVELAND RAILWAY Co., Cleveland, is sponsoring a variety program weekly on WHK, that city, featuring a chorus composed of its motormen and conductors. The program began Sept. 30,and will run for an extended period. Griswold-Eshleman Adv. Agency, that city, has the account.

B. T. BABBITT Co., New York (Bab-O cleanser), started Sept. 26 a series of transcriptions of *David Harum* on KFI, Los Angeles, and KSFO, San Francisco. Recorded by RCA, the quarter-hour discs are heard Mondays through Fridays, placed by Blackett-Sample-Hummert Inc., New York. The program is also currently heard five days weekly on the NBC-Red net.

HOUSE of Better Living, Los Angeles, national distributors of natural foods, which has been sponsoring the thrice-weekly quarter-hour *House of Better Living* talks on KECA, that city, for the past several months, on Sept. 30 renewed for 52 weeks. Weekly schedule has also been increased to four programs. R. H. Alber Co., Los Angeles agency, has account, with Carl Nissen account executive.

HICKOK OIL Co., Toledo (Hi-Speed) has renewed for 26 weeks on WJR, Detroit, and will replace a musical program with a three-a-week transcription series at 6:45 p. m. titled *The Forty-Niners*. The account is handled direct with Floyd Tracy advertising manager of Hickok.

HOWE Inc., Seattle, Wash. (hand lotion) on September 30 started sponsorship of *The Hollywood Reporter* Thursdays at 6:45 to 7 p. m. PST, for a period of 13 weeks over KPO, San Francisco. The agency is S. L. Kay Inc., San Francisco.

SAFEWAY STORES Inc., San Francisco (food products) on Sept. 13 inaugurated a five-weekly quarter-hour transcribed serial *Land of the Whatsit* on KGO, San Francisco. Contract runs through Dec. 10. Agency is J. Walter Thompson Co., San Francisco.

GREENBRAE DAIRY Co., San Francisco (dairy products) is sponsoring a series of weekly studio programs featuring high school news over station KGGC, San Francisco, placed direct.

SURE LABORATORIES, Chicago (Sure-breath purifier), started one-minute WBS transcriptions thrice weekly on WAVE, Louisville, Sept. 26. Sure, which is also on WJJD, Chicago, plans to add other outlets. Selviair Broadcasting System Inc., Chicago, is agency.

AMERICAN INSTITUTE of Food Products, New York (canned goods), started Sept. 27 *For Women Only*, on WNEW, New York, 8:45-9:15 a. m., Mondays through Saturdays. Scheduled to run 52 weeks, contract was placed by Schillin Adv. Agency, New York.

KRAFT - PHENIX CHEESE Corp., Chicago (Kraftone chocolate malted drink), will start 60-word announcements nightly except Sunday on Oct. 4 over WGN for nine weeks, the first time Kraftone has used announcements, previous radio advertising having been confined to a quarter-hour children's program over WBBM, Chicago. According to Gene Fromherz, spot radio director of J. Walter Thompson, Chicago, air advertising will be confined to the Chicago market for the present.

YALE OIL Co., Billings, Mont., has contracted for 12 weeks of football broadcasts on KGHL, Billings, amounting to more than 100 hours. All local high school night games are included, as well as college contests. Ed Yocum, commercial manager, is announcing.

PROCTER & GAMBLE Co., Cincinnati, has transferred its Chipso account to Pedlar & Ryan Inc., New York, completing its plan to spread advertising of brands competing with each other among different agencies, according to Ralph F. Rogan, P & G advertising director.

TO COVER NORTHWESTERN OHIO and SOUTHERN MICHIGAN

use WSPD Toledo

A Basic Station

of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

John Blair & Co., *National Representatives*

The MILWAUKEE JOURNAL STATION WTMJ

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

AUTOMATIC AIR CONDITIONING Corp., Chicago, currently using three quarter-hour live talent programs on WIND, Gary, plans to expand to six programs weekly. The firm now deals in retail appliances and may go in for air conditioning courses in the future. Other Chicago stations may be added later, according to Mr. Glaesner, advertising manager of the company. The business is placed direct.

BELL-BROOK DAIRIES Inc., San Francisco (dairy products), on Sept. 20 launched the first of a series of thrice-weekly broadcasts, featuring the transcribed children's story, *Sonny & Buddy*, over KYA, San Francisco. The agency is Long Adv. Service, San Francisco.

ADAM HATS, Memphis branch of the New York chain, has started a quarter-hour sports program on WHBQ, Memphis.

GREATER BROADWAY FURNITURE Co., Los Angeles furniture retailer, is currently placing through Lee Ringer Adv. Agency time signals and spot announcements on KECA, KFWB, KHJ, KMPC and KFAC.

REV. F. F. BOSWORTH, River Forest, Ill., has recently added quarter-hour transcriptions on WMCA and WIP in addition to his broadcasts on three Chicago stations. He plans to use more than 50 stations this fall and winter. Rev. Bosworth's discs are also on WJJD, WCFL and WCBD, Chicago, and will add WRR, Dallas. The business is placed direct.

FOREST LAWN Memorial Park, Glendale, Cal., a consistent user of radio time for many years, brings back its half-hour weekly dramatic and musical program, *Reunion of the States*, on KNX, Hollywood, starting Oct. 3, for 52 weeks, Sundays, 2:30-3 p. m. Agency is Dan B. Miner Co., Los Angeles.

Oil Scripts, Discs

OIL FEATURES Syndicate, Brown Bldg., Wichita, Kan., which has been syndicating dramatized stories of the petroleum and gasoline industry to newspapers in the oil territory, announces its expansion into the radio field and is now offering a series of scripts and transcriptions titled *Oil Oddities* for local sponsorship. Author in both the newspaper and radio features is Sam Kornfeld, geologist and writer.

Sears to Use Radio

SEARS, ROEBUCK & Co., Chicago (mail order house), has placed its radio advertising with Blackett-Sample-Hummert Inc., Chicago. The mail order firm plans on spending $25,000 in radio and will shortly start a test program in the Twin Cities (Minneapolis-St. Paul), Fargo and Duluth.

Roxy Clothes Spots

ROXY CLOTHES Corp., New York (men's clothing chain), has appointed Gussow, Kahn & Co., New York, to direct advertising. Spot announcements, transcribed and live, will be used on WORC, Worcester; WMAS, Springfield; WPRO, Providence; WOKO, Albany; WICC, Bridgeport; WNEW, New York.

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES · SEATTLE · SAN FRANCISCO

Reps

McCLATCHY Broadcasting Co., operating KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield, all in California, and KOH, Reno, Nev., has opened new sales headquarters in San Francisco on the 18th floor of the Russ Bldg. Don C. Robbins, in charge of local and national sales for the McClatchy stations, is in charge of the San Francisco office.

E. KATZ SPECIAL ADV. AGENCY has been appointed national representative for WCFL, Chicago, in all territory outside of Chicago.

H. K. CONOVER Co., Chicago, and its associate, Niles-Richman & Associates, New York, have been appointed representatives of WCAZ, Carthage, Ill.

FURGASON & ASTON Inc. will assume representation of WHBF, Rock Island, effective Nov. 10.

WKBZ, Muskegon, Mich., has appointed J. J. Devine Co., Chicago, as national representative.

WLEU, Erie, Pa., and WHBL, Sheboygan, Wis., have named Weed & Co. as national representatives. WLEU, a new NBC-Blue outlet, is the only station in Erie, and is operated by Leo J. Omelian. WHBL is a 500-watt, full time outlet owned by the *Sheboygan Press*.

HOWARD H. WILSON Co., Chicago, has moved to larger quarters on the 15th floor at 75 E. Wacker Drive.

RAY LINTON, head of the Chicago representative firm bearing his name, Sept. 24 moved to larger quarters at 360 N. Michigan Ave.

L & T Names Sisson

EDGAR SISSON, who has been with Lord & Thomas, New York, for about a year working on radio production, has been appointed manager of the radio department. He succeeds Thomas McAvity, who has been transferred to the San Francisco office. New members of the Lord & Thomas New York staff are Frank Wilson and Carl Schullinger, both formerly with NBC.

THE annual Ad-Mix Convention of New England Advertising Clubs, affiliated with Advertising Federation of America, will be held Oct. 3-5 in Providence. Among speakers scheduled to appear are Westbrook Van Vorhis, the "March of Time" voice, and Edmund S. Whitten, of the Advertising Club of Boston.

OPEN FOR SPONSOR

"WALKS OF LIFE"

To Sell Shoes

By

PAUL CRUGER

Screen Writer

Footsteps on the Sidewalk

And Each Pair of Feet Tells

A Dramatic Story.

Write

---wood---

RADIO PRODUCTIONS

Hollywood, Calif.

220 Markham Bldg.

. . . wood words sell . . .

Briggs Firm Adds Radio, With Cohn as Director

Mr. Cohn

WITH the inauguration of a radio department as one of the first tasks, Bernard L. Cohn, one of the South's best known advertising men, has severed his connection as commercial manager of WREC, Memphis, to become general manager of the Thomas W. Briggs Co., a leading newspaper representative organization with offices in Memphis, New York, Boston, Kansas City and San Antonio. Mr. Cohn now manages a firm which for 28 years has been headed by Thomas W. Briggs in creating advertising for newspapers and magazines. He was formerly a partner in Lake-Spiro-Cohn, Memphis agency, and has also had wide experience as a newspaper publisher.

P & G Gotham Discs

PROCTER & GAMBLE Co., Cincinnati, has started *Houseboat Hannah* on WOR, Newark, five afternoons a week in the interest of Crisco. The program, a 15-minute transcription series, is broadcast on only one station for the present, giving Crisco further coverage in the metropolitan area, in addition to *Vic & Sade*, currently heard on both the NBC-Red and Blue networks five days weekly. Agency for Crisco is Compton Adv. Inc., New York.

The Chamber of Commerce of

Hot Springs, Arkansas

owning and operating

KTHS

10,000 watts 1060 kyc.

Announce

the appointment of

S. A. Cisler

General Manager

H. S. Shuman

Sales Director

Experienced management

New equipment

New programs

National Broadcasting Co.

Red and Blue networks

FURGASON & ASTON

Representatives

ADJUST YOUR FILAMENT VOLTAGE

CORRECT YOUR LINE VOLTAGE

with the UTC VARITRAN

The UTC VARITRAN makes possible continuously variable output voltage, using a sliding contact riding over the turns of an auto-transformer.

Standard units are designed for 115 volts input, 0-130 volts continuously variable output.

Model V-1. 570 Watts—5 amp. maximum rating, complete with cord, plug and switch, net $10.00

Model V-2. Same as V-1, but uncased, with terminal strip for rack or panel mounting, net $9.00

Model V-3. 850 watts maximum rating, 7.5 amps., uncased, with terminal board and provisions for mounting, net $14.00

Model V-4. 1250 watts,—11 amps. maximum rating, uncased, net $20.00

Model V-5. 2000 watts maximum rating, 17.5 amps., uncased, net $32.00

UNITED TRANSFORMER CORP.

72 SPRING STREET NEW YORK, N. Y.

XUM

Motta Joins Reiss

CHARLES MOTTA, well known as Charles De La Motta, Italian character actor of stage, screen and radio, has joined Reiss Advertising Inc., Rockefeller Center, New York, as executive in charge of radio. He will head a newly formed foreign advertising department of that agency. Mr. Motta formerly was associated with KTM, KMTR and KMPC in California. His first radio effort is a half-hour transcribed program which he produced and directed and which is now being auditioned.

Get Your Copy Now

WLTH

NEW YORK

Agencies

JOSEPH T. AINLEY, recently appointed radio director of Aubrey, Moore & Wallace Inc., Chicago, has also been given the post of production director of the University Broadcasting Council, Chicago. Ainley, who produces the new Campana *Vanity Fair* NBC show, succeeds James Whipple, resigned. Mrs. Marion Saunders has succeeded Harry Grayson, publicity director and script writer at UBC, who recently resigned to devote his time to free lance work.

L. WARD WHEELOCK, president of F. Wallis Armstrong Co., Philadelphia, was in Hollywood late in September to confer with Diana Bourbon, West Coast production manager, on the Campbell Soup Co. radio shows from that city. CBS *Hollywood Hotel* weekly program goes into its fourth year Oct. 1, and Wheelock was in Hollywood incident to the change over of Ken Murray and Oswald to that series.

MURRAY BOLEN, on the KHJ, Los Angeles technical staff for eight months, has resigned to join Young & Rubicam Inc., Hollywood production staff and has been assigned to the NBC Hollywood *Mardi Gras* program sponsored by Packard Motor Co.

FRED WILE Jr., of Young & Rubicam Inc., New York production department, has been transferred to Hollywood as assistant manager of the West Coast offices, working under Tom Harrington, manager.

DAVID GARTER, formerly CBS West Coast publicity director, has been appointed Pacific Coast representative of H. A. Bruno & Associates, New York public relations counsel. Offices will be established shortly in Hollywood.

Amis Given Post

RAPID expansion of business in radio handled by Brooke, Smith & French, Inc., Detroit and New York agency, resulted late in September in the appointment of the firm's first director of radio, Lewis R. Amis, formerly in the same post with Erwin, Wasey & Co. Inc. Mr. Amis will direct *Hobby Lobby*, the new coast-to-coast program for Hudson Motor Car Co., which will be broadcast over 75 CBS stations and WOR starting Oct. 6. He will also supervise the *Lone Ranger* program for Silvercup Bread, originating in Detroit and going out through MBS, and the State of Maine's new program featuring Marjorie Mills, which will emanate from Boston and be broadcast over both the Yankee and Mutual networks. Brooke, Smith & French Inc. also has several other important new radio projects in process of preparation.

ERIK BARNOUW, formerly with Arthur Kudner Inc., New York, as program director and script writer, will conduct a course at Columbia University this fall on radio writing.

HOLLAND ENGLE, radio director of Erwin, Wasey & Co., Chicago, and director of program operations at WCFL, Chicago, is presenting a musical variety show over the station nightly at 6:30 p. m. Mr. Engle was a piano and song man long before he became an agency executive.

PACIFIC ADV. STAFF recently moved its San Francisco headquarters to the Hunter-Dulin Bldg., 111 Sutter St., taking larger quarters. The firm handles all of Associated Oil Co. radio publicity and other radio accounts.

CYRIL ARMBRUSTER, Benton & Bowles Inc., Hollywood production assistant on the NBC Maxwell House *Show Boat* program, sponsored by General Foods Corp., has left the agency. Donald Cope continues as producer with Sandy Cummings as his assistant.

ADAM REINEMUND, formerly commercial manager of WAAW, Omaha, has been appointed head of the radio department of Buchanan-Thomas Adv. Co., Omaha.

CHESTER J. LAROCHE, president of Young & Rubicam Inc., after four weeks in Hollywood on agency business, has returned to his New York headquarters.

NAT WOLFF has joined Myron Selznick & Co. Inc., Beverly Hills, Cal., talent agency, as head of its radio department, terminating a year's affiliation with H. N. Swanson Inc., for whom he handled radio clients.

WALTER ZIVI, formerly on the continuity staff of H. W. Kastor & Sons Adv. Co. Inc., Chicago, and at one time associated with *Esquire* magazine, has joined Selviair Broadcasting System Inc., Chicago, as account executive.

JIM BEALLE, publicity department, J. Walter Thompson Co., left New York Sept. 24 to join the Hollywood office of the agency, as assistant to Ed Fortman, publicity director.

H. W. KASTOR & SONS ADV. Co. Inc., Chicago, has established a publicity department with Felix B. Streyckmans in charge. Mr. Streyckmans was with the *Chicagoan* magazine, and has handled publicity for the Illinois Federation of Women's Clubs, Chicago Safety Council, and the Century of Progress.

DAVE BENNETT, formerly on the advertising staff of the *Chicago Daily News*, has joined Schwimmer & Scott, Chicago, and is specializing in commercial copy for automobile accounts.

DUANE WANAMAKER, advertising manager of the old Grigsby-Grunow Co., Chicago, and recently acting as advertising counselor for the firm, has joined Arbee Adv. Agency, Fort Wayne, Ind., as vice-president.

SHELLEY STARK, formerly of the radio department of H. M. Kiesewetter Adv. Agency, New York, has resigned to join Benton & Bowles Inc., New York, as assistant to Ralph Richmond, head of the radio commercial department. Mr. Stark is author of the scripts of *Famous Jury Trials*, for Mennen Co.

REUBEN PETERSON Jr., formerly with Robert Everett Associates, New York, the old *New York World* and *New York Tribune*, has been appointed publicity director of Erwin, Wasey & Co., New York. He succeeds Innes Harris, who will now devote his full time to radio for the agency.

TARR & ARANY, General Motors Bldg., New York, has been formed by Archie Tarr, formerly in charge of advertising for Brillo Mfg. Co., Brooklyn, and Utility Co., New York, maker of Gre-Solvent, and Armond B. Arany, former sales executive of those companies. The firm will represent food manufacturers in metropolitan New York, cooperating with agency operations.

RALPH STARR BUTLER Jr., of Young & Rubicam Inc., New York, merchandising and research department, was in Hollywood early in September conferring with Tom Harrington, West Coast manager. He is the son of Ralph Starr Butler Sr., vice-president of General Foods Corp.

FRANK HEALY, who recently joined the Helen Ferguson Publicity Service, Hollywood, as head of the radio department, has resigned to fill a similar post with R-K-O Radio Pictures Inc., that city.

ROBERT O. DAVIS, for the past year account executive of KEHE, Los Angeles, and Hearst Radio Inc., resigned that post to become manager of the San Francisco offices of Allied Advertising Agencies Inc., effective Oct. 1.

RUSSEL C. COMER ADV. Co., Kansas City, has acquired exclusive rights to the radio serial *Air Adventures of Jimmie Allen* and is arranging to place the program on 30 stations.

Reach in Syracuse

CHAS. DALLAS REACH Co., Newark agency, has started a branch office in Syracuse, with Howard E. Sands, vice-president, in charge, assisted by Francis R. Risley. Carrier Corp., one of the agency's clients, has consolidated its five plants in the former Franklin auto plant, Syracuse.

ONE BIG CITY

says the U.S. Census

The People who live in Huntington, West Virginia, Ironton, Ohio, Ashland, Kentucky, or any of the smaller incorporated places think of the group as constituting one large city—which in fact, it does—and refer to it as the "Tri-State."

The U.S. Census rates the Tri-State as a Metropolitan District. WCMI covers all of it with a strong 5 millivolt signal—audible over local thunderstorms.

A great spot buy is WCMI. 250,000 metropolitan city coverage at very low cost.

WCMI THE TRI-STATE STATION
ASHLAND, KENTUCKY

Exclusive National Representative
J. J. DEVINE & ASSOCIATES, INC.
405 Lexington Avenue
New York, N. Y.
Chicago, Ill. Detroit, Mich. Atlanta, Ga. Pittsburgh, Pa.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Kaufman Agency Starts Contest for Announcers

THE 1937 contest for commercial announcers of Washington, D. C., conducted for the past two years by Henry J. Kaufman Adv. Agency, was to begin Oct. 1 and extend over a period of two weeks. Graded on diction, sincerity and effectiveness, the 20 contestants are judged by eight radio critics, advertising men and civic leaders who listen in during the contest. The winner is awarded a silver victory trophy at a banquet which terminates the contest.

Lawrence Elliott, CBS announcer of WJSV, won the award last year, while William Coyle, NBC announcer on WRC and WMAL, won the 1935 award. The committee of judges for 1937 includes: Dr. H. G. Dorsey, Coast & Geodetic Survey; E. W. Bond, Bliss Electrical School; John Heiney, *Washington Post*; Chris Mathison, *Washington Star;* Bernard Harrison, *Washington Times-Herald*; Leo Fitzgerald, *Washington Daily News;* E. H. Rietzke, president Capitol Radio Engineering Institute, and F. G. Taylor, advertising manager of BROADCASTING.

Lever Changes Plans

MYRON KIRK, Ruthrauff & Ryan Inc., vice-president in charge of radio, and Clark Andrews, in charge of dramatic shows for the agency, both of New York, are in Hollywood conferring with Tiny Ruffner, West Coast manager, on details for the Lever Bros. new half-hour CBS dramatic series to emanate from the latter city tentatively on Oct. 19. New services will precede or follow the CBS Al Jolson broadcasts also sponsored by Lever Bros. Featured will be Edward G. Robinson and Glenda Farrell, film stars, with a new vehicle and supporting cast each week. Lever Bros. originally was scheduled to sponsor the Walt Disney *Mickey Mouse* series, but it was postponed until early in 1938. It is understood that the *Mickey Mouse* show will undergo several changes and that the sponsor will give it a heavy publicity campaign with a possible contest tie-up in advance of its launching.

Deltah Starts on WOR

HELLER DELTAH Co., New York, started Sept. 26 a Sunday morning quarter-hour news program for women on WOR, Newark, to introduce Deltah cosmetics. While distribution of the new line is now limited to New York, other stations may be used later as the distribution extends to other cities. The present program, titled *Look for the Woman*, features Peggy Grady. Complete Deltah cosmetics sets, worth about $25, will be given weekly for the best stories submitted. Each winner's druggist is given a duplicate of her award. The series runs for 39 weeks, placed by Arthur Rosenberg Co., New York.

GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview" – TEXAS

The Other Fellow's Viewpoint . . .

ARNEW Protests

EDITOR, BROADCASTING: At the instruction of the Board of Directors of the Association of Radio News Editors & Writers, I am forwarding to you the attached statement which has been passed by the Board of Directors.

In case you do not have a list of the members of the Board, they are as follows: Kendall McClure, WOAI; Bob Hurleigh, WFBR; Erle Smith, KMBC; Foster May, WOW; Ken Miller, KVOO; John Hughes, KFRC; Jack Harris, WSM; Roy Brant, KFYR.

Inasmuch as the statement involved Mr. Van Cronkhite personally, he deemed it wise to not participate in any manner in this statement, hence his name has been omitted, even though, as you know, he is Chairman of the Board.

D. M. ANTELLIN,
Ass'n of Radio News Editors & Writers,
Chicago.

Sept. 22, 1937.

* * *

We the members of the Board of Directors of ARNEW hereby go on record as condemning the news item of the Sept. 15, 1937 issue of the magazine BROADCASTING. Apparently this article is the work of one or possibly two disgruntled members of the organization, and is entirely without foundation in fact or official sponsorship.

There was no rift of any sort on the floor of the recent ARNEW Convention in Chicago. Every official action of the convention was passed either by acclamation or almost unanimously. At no time was a dissenting voice raised on any major issue or election. No talk of misapplication of funds was heard on the floor at any time.

There was no attempt made by any faction or group as reported by BROADCASTING to wrest the power from the duly elected officers. Mr. John Van Cronkhite was re-elected president by acclamation. He immediately resigned due to the press of his personal business. He was, however, elected to the Board of Directors and named chairman. The Board of Directors has ascertained that BROADCASTING magazine failed to make any accurate check on the situation before publishing the aforementioned story, and also failed or neglected to check the matter with any official or board member involved in the implications.

We the Board of Directors feel that we express the opinions of the majority of the members of the association in protesting the story as carried by BROADCASTING in the Sept. 15, 1937 issue. It should go on record that the association members, as well as the directors voted complete confidence in the past administration of Mr. John Van Cronkhite by re-electing him to the office of president and subsequently by unanimous vote elected him chairman of the Board of Directors.

As the Board of Directors of The Association of Radio News Editors and Writers we ask the magazine BROADCASTING to retract the statement in full.

[Editor's Note — BROADCASTING gladly publishes the foregoing in fairness to all involved. The story carried in the Sept. 15 edition was obtained by our correspondent from reliable sources within ARNEW. BROADCASTING'S investigation reveals that factional differences exist within ARNEW, but it has no desire to engage in any intra-mural controversy.]

IN Atlanta USE WGST
CBS 5000 watts day
1000 watts nite
Repts: 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

WWL
NEW ORLEANS
LOUISIANA'S most powerful station
850 KC 10,000 WATTS
affiliated C.B.S.

HEY, HEY! AND ALSO HAY, HAY!

The Red River Valley, noted for its fertility, enables our farmers to make both hay and hey hey!

That's why you find so many of us "hayseeds" living the same cosmopolitan free-spending lives as prosperous people in any section —

. . . And that's why WDAY is a swell medium for any product that's purchased with money . . .

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Studio Notes

CHEERIO, who has been on the NBC networks for the past decade, returned to the Blue net Sept. 26 with his inspirational morning programs. Assisted by J. Harrison Isles and his orchestra, chorus and guest soloists, Cheerio will go back over the week commemorating the lives of great men of history whose birthdays occurred during that week. Program is heard Sundays, 10:30-11 p. m.

AFTER COMPLETION of program tests, WFAS, White Plains, N. Y., held the dedication of its new 190-foot vertical radiator on Tuesday, Sept. 28.

IN cooperation with the University of Cincinnati, WCKY is broadcasting a sustaining series of Friday night football interviews each Friday at 9:15 p. m., preceding Saturday night games. Coaches of U. C. and the visiting eleven, as well as star players, will be interviewed.

MORRIS B. SACHS, Chicago clothier, sponsor of the *Chicago Amateur Hour* over WENR, now has the winning amateurs on the stage of the Stratford theatre, Chicago, every Wednesday night. Schwimmer & Scott, Chicago, is agency.

WIP, Philadelphia, announces a series of dramatic broadcasts from the stages of local legitimate theatres while troopers are in action, combined with interviews of visiting actors by "Top Hat", WIP's theatre commentator.

KRKD, Los Angeles, has subscribed to the full United Press radio news service, effective Sept. 20.

TWO small Ryan open type airplanes have been placed at the disposal of KFI-KECA, Los Angeles, for its special events department, according to Harrison Holliway, general manager. They will be used along with the newly-acquired portable pack transmitter, W6XCI.

DIRECTED by Tro Harper, KSFO news editor and former *Life* correspondent, KSFO has completed a new photographic darkroom. Complete in every detail, equipped with both Leica and regular enlargers, the darkroom is ready to handle prints up to 16x20. Both miniature and speed graphic cameras are available.

SERIES OF PROGRAMS on life insurance reform was started on WMCA, New York, Sept. 16, sponsored by Morris Siegel, life insurance counsel. Entitled *The Counsellor*, program is broadcast Thursdays at 7:45-8 p. m.

RADIO division of the WPA Federal Theater will produce a cycle of Oscar Wilde's plays over WQXR, New York, beginning Oct. 5 at 9-10 p. m., EST. The first presentation will be *The Importance of Being Earnest.*

Vox Copped

GORDON MacCLAIN, vox popper on CHML, Hamilton, Ont., did so good a job during his 30-minute sidewalk interview program Sept. 16 that he got in bad with the law. One of the local helmeted "bobbies", objecting to the traffic jam caused by the broadcast, stepped up to the microphone and in an impromptu radio talk ordered MacClain to "move along". When MacClain refused to move, but continued the program, the irate policeman gave him a ticket. Finally he concluded his program in the sanctity of a nearby store. In the future, he says, he will interview himself.

WLBC, Muncie, Ind., held open house recently for 140 pupils of the Burris School in conjunction with an educational survey of children's programs and listening habits. The teachers and students were conducted through the studios by Earl Kirk, auditor of WLBC, Ottis Roush and Francis Higgins, announcers, and Fred Ayer, merchandising director.

WHILE Gov. Horner and other high state and city notables looked on, Edgar L. Bill, president of WMBD, Peoria, Ill., on Sept. 18 pulled the switch that turned on the power of the station's new 5,000-watt transmitter, which was dedicated at the "WMBD Power Party" attended by more than 10,000 persons who packed the local armory.

FALL series for *People's Forum of the Air* started Sept. 22 on WNYC, New York, with the subject "America's Stake in the Far East". The *Forum's* technique in the discussions is to dramatize the subject in the light of recent events before presenting authorities.

PHIL COOK'S *Morning Almanac* has resumed on WABC, New York, and is heard daily Mondays through Fridays at 8-9 a. m. Editor Cook comments on the weather, daily news, household hints and odd facts, and includes special departments, comedy and music in his program.

DRAMATIC production of the British Broadcasting Corp., *March of the Forty Five*, will be broadcast Saturday, Oct. 2, at 8-9 p. m., over NBC-Blue network. Scene of the play is in both England and Scotland, and production will be divided between the BBC studios in Edinburgh and Broadcasting House, London.

KSFO, San Francisco, CBS outlet, has renamed its news broadcasts *Streamlined Headlines.*

SAN FRANCISCO radio editors were the guests of Jack Moyles, KSFO, San Francisco producer, during a CBS broadcast from a United Airlines plane in a flight Sept. 14. The broadcast from the air went over the Pacific Coast CBS network.

THE Federal Theater of the Air, a new branch of the Federal Theater Project, is broadcasting three programs a week on KROW, Oakland. Phillip Stearns is in charge of the productions. The talent is drawn from the local FTP list of more than 100 actors.

CLAIMING one of the longest remote broadcasts executed by a single station and using that station's own announcer and technician, WBAP, Fort Worth, broadcast a complete description of the Ohio State-Texas Christian football clash in Columbus, O., Sept. 25. When it was learned that NBC would not feed the broadcast to the Southwestern group, WBAP decided to make an independent effort to broadcast the game. Sports Announcer Cy Leland and WBAP Technical Supervisor R. C. Stinson made the trip to Columbus for the pickup.

WMT, Waterloo, Ia., broadcast a special event's program Sept. 20, when Col. Art Goebel flew above the Cedar Rapids business district and skywrote the station's call-letters 10,000 feet above the city. During the flight two-way communication was carried on by short-wave between Benne Alter, WMT announcer on the ground, and Goebel.

WRBL, Columbus, Ga., celebrated the formal opening of its new studios and power increase in September with a week of entertainment. Many men and women of affairs in Columbus and its environs, on invitation from Manager James W. Woodruff Jr., attended the inaugural luncheon of the recently-created "Greater WRBL Radio Council," which was one of the outstanding programs of the week.

KTSM, El Paso, recently celebrated its eighth anniversary with a birthday program. Numerous improvements in equipment and a power boost were effected during the past year.

KYA, San Francisco, recently completed the remodeling of all its studios and reception corridor at its headquarters in the Hearst Bldg.

WHN, New York, is broadcasting *Adeste Fideles*, a Sunday afternoon hour of music and drama under the auspices of Saint Vincent's Home for Boys, Brooklyn, N. Y.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE Merchandising Service

TALL PROFITS in Tall Corn!

$304,000,000 CORN CROP IN KMA SERVICE AREA

Not only tall corn, but bumper crops of wheat, oats, poultry and livestock are reaching new highs of production and profit. With almost ONE BILLION DOLLARS of cash income assured . . . with buying power greatest since 1929. . . . KMA listeners are **spending freely!**

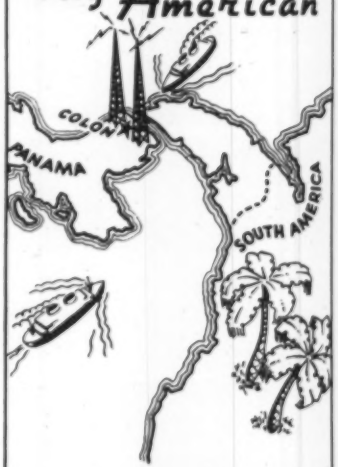
That's where YOU come in! For over 12 years these people have guided their buying habits by the sound, friendly advice of Earl May and KMA. Right now, we're helping other advertisers set enviable new sales records in America's No. 1 Farm Market. We can do the same for you and we're ready to prove it!

The Earl May Station KMA Shenandoah, Iowa

Represented by:
Howard H. Wilson, Co.—New York, Chicago, Kansas City

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

RICH PANAMA and the CANAL ZONE buy American



.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) • NBC THESAURUS

THE 1939 Golden Gate International Exposition on September 22 presented the first of a series of unique broadcasts over station KYA, San Francisco. Acting as an "inquiring reporter", Art Linkletter, radio director for the exposition, plants himself with a KYA microphone in the interior of the building in Union Square which houses a $30,000 model of the exposition. He conducts a Vox Pop style of broadcast, interviewing persons as they file out of the building after looking at the pretentious replica of the 1939 fair. There is an evening broadcast on Wednesdays and a forenoon program of the same nature on Thursdays. The programs are produced by Reiland Quinn.

DON LEE Broadcasting System, Los Angeles, on Sept. 26 increased its rate on spot announcements 30%, according to announcements by Lewis Allen Weiss, general manager.

WBBM, Chicago, is sending Hal Burnett, the station's publicity director, to scout opponents of Northwestern University during the football season. Spending three days weekly at the schools, Burnett will also do promotional work in conjunction with WBBM's football broadcasts and assist John Harrington on broadcasts sponsored by Kellogg Co.

AFTER being absent from NBC-Red for two months, *Lights Out* returned to the air Sept. 29. The horror drama, presented every Wednesday night at 11:30 p. m., was brought back after scores of petitions bearing five to 50 signatures and hundreds of letters from individual listeners were received at NBC. The show is written by Arch Oboler, Chicago.

DR. FREDERICK B. ROBINSON, president of the City College of New York, was the first speaker on *Public Service Forum*, which started Sept. 26 on WBIL, New York, and is heard Sundays at 4-4:30 p. m.

CBS will begin a series Oct. 4 titled *New Horizons* featuring internationally known scientists and explorers, Mondays, 6:15-6:30 p. m. The broadcasts will be presented by Columbia's Department of Talks in cooperation with the American Museum of Natural History as part of the latter's Ten Year Development plan.

Suit to Be Heard

SUIT of Hal Fimberg, Hollywood radio writer, against Ruthrauff & Ryan Inc., for $20,000 filed in the Los Angeles Superior Court some months ago, in which he charged breach of an oral agreement, has been set for hearing Nov. 4. Fimberg's contention is that the Hollywood agency hired him away from the now defunct Ken Murray-Oswald show, which was sponsored by Campbell Soup Co., to write material for Al Jolson show (Lever Bros.), and after several weeks discharged him.

The folks in Savannah like our
WORLD BROADCASTING TRANSCRIPTION SERVICE

•

Why not build your "Spot" around this preference.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

WMAQ's CAKE—It was two anniversaries in one when Martha Linn, Chicago NBC's only woman announcer, served the cake presented to her by associates. It was her first anniversary on the WMAQ participating program services in which NBC *Thesaurus* is used, and WMAQ's second anniversary as a subscriber to the service. Left to right are Bill Barth, in charge of all transcription shows on WMAQ-WENR; Fred Schweikher, his assistant, and Pats Gallicchio, turntable operator.

PHIL LASKY, general manager of KSFO, San Francisco, has been named chairman of the Public Relations and Radio Committee for the Navy Day Fete in San Francisco Oct. 27.

WHK-WCLE Workshops Opened in High Schools

HIGH SCHOOL radio workshops have been established in three Cleveland high schools by H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of WHK-WCLE, that city. Students are chosen from a selected group to participate in the workshops where they will write, produce and announce programs for monthly presentation on WHK-WCLE. "One of the main ideas of this project is to develop new radio talent," Mr. Carpenter said, "for the industry is greatly in need of new voices and personalities. We at WHK-WCLE feel that one good way of satisfying this demand is by setting up such training courses, which may at the same time scout for talent.

"These young folks may discover they have a bent for radio work sooner or later, but if we can help them embark on a radio career early in life, and they prove successful, our purpose will have been accomplished." The workshop program will include Bedford, Lakewood and John Marshall High Schools.

Kruschen Testing

E GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen salts for reducing), started Sept. 27 *Dr. Friendly*, a dramatic series, on two stations of the WLW Line, WHN, New York, and WLW, Cincinnati. Program, which is a test campaign, is heard Mondays through Fridays at 4-4:15 p. m., EST, and will run for 26 weeks. Stack-Goble Adv. Agency, New York, is in charge.

TRUE CONFESSION

That's Uncle Eph, the only hoarder to be found in the great audience consistently and smartly entertained *and sold* by WOKO, basic Columbia outlet for this rich Capital District, perfectly diversified for perfect marketing. A prosperous rural population, yes, but a half-million buyers whose harvest of steady, high-scale pay spreads *over twelve months.*

In the Heart of "The State That Has Everything"
HAROLD E. SMITH, *General Manager*

STATION W·O·K·O ALBANY, N.Y.

HERE'S WHAT'S SELLING TO AND FOR SPONSORS
EVERYONE'S A TREND INDICATOR FROM *The Script Library*, THE BROADCASTING PROFESSION'S SOURCE OF MATERIAL FOR LIVE SHOWS (AUDITION SCRIPTS ARE YOURS FOR THE ASKING)

① "YOUR VARIETY SHOW" — A HALF HOUR OF COMEDY, DRAMA AND CONTINUITY
② "OLD MAN OF THE MOUNTAIN" — THE GREATEST 5 MINUTE DAILY FOR BOYS EVER WRITTEN
③ "CRIME QUIZZES" — A 12 ONE MINUTE SERIES THAT HOLDS AN AUDIENCE 17 MINUTES
④ "PETER ANGEL" — A THRILLING SAGA OF A DOCTOR IN A SERIES OF 15 MINUTE SCRIPTS
⑤ "CROOKED HOUSE" — LAST WORD IN MYSTERY SCRIPTS THAT DELIVER CHILLS. 13 ½ HOURS
⑥ "MA RILEY'S BOARDING HOUSE" — A THRILLING ONE-WOMAN SCRIPT THAT CAN IN-CLUDE COMMERCIAL 5 MIN. DAYS OR 3 A WEEK
⑦ "THE MAN ON THE STREET" — MATERIAL FOR LAUGHS & INTEREST IN SETS OF 550 QUESTIONS
⑧ "ADVENTURES IN LOVE" — IS FIFTEEN MINUTE ONE-SHOTS IN THE LIGHTER AND CARDISON MANNER
⑨ "JUDGEMENT HOUR." — A HUMAN SERIES OF 2 ½ MIN. BROADCASTS THAT COMBINE THE APPEAL OF MINUTE MYSTERIES & TRUE STORIES
⑩ "DAVID COPPERFIELD" — JAY CLARK'S GREATEST RADIOIZATION IN 13 HALF-HOUR EPISODES
⑪ ONE THOUSAND AND ONE TALES — HALF-HOUR SCRIPTS, COMPLETE IN THEMSELVES. LOVE, ADVENTURE, MYSTERY, HUMAN INTEREST *BY NAME AUTHORS*
⑫ QUIZ MATERIAL — 550 UNUSUAL QUESTIONS AND THEIR ANSWERS. THEY'RE THE MAKING OF QUIZ PROGRAMS
SCRIPT LIBRARY CATALOG — A COMPREHENSIVE CATALOG OF EVERYTHING THAT'S FIT TO BROADCAST

The Script Library
535 FIFTH AVENUE
NEW YORK, N.Y.

PLEASE CHECK THOSE DESIRED
1 2 3 4 5 6
7 8 9 10 11 12

PLEASE SEND THE UNDERSIGNED AUDITION SCRIPTS OF THE PROGRAMS INDICATED
BY _____
STATION _____

New Kansas Station

WITH main studios in Pittsburg, Kan., and with an auxiliary studio in Joplin, Mo., 30 miles away, the new KOAM, 1,000-watt daytime station on 790 kc. authorized last year by the FCC, will go on the air Oct. 11 and expects to be aligned with the NBC Red and Blue supplementary network. It is headed by E. Victor Baxter, local lumber man, who is partner in the enterprise with Norman Baxter and A. Staneart Graham. Equipped with Western Electric apparatus throughout, it employs a 270-foot Blaw-Knox vertical radiator. General manager is Ed Cunniff, formerly with KMA, Shenandoah, Ia. Spencer Allen, recently with KMOX, St. Louis, is program director. Merwyn Love, formerly with KMBC, is continuity editor.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

Horses His Hobby

C. ROY HUNT, general manager of KOIN, and president of KALE, Portland, Ore., took up riding horses as a hobby two years ago and has already become an expert. He took two of his prize animals to the horse show at the Oregon State Fair in Salem in September and came back with several prize ribbons. In stiff competition, he rode his General Freemont, three-gaited chestnut, for second winnings in the big stake event of the show, after carrying off top honors and several place winnings earlier in the week. His second entry, Lady's Fancy, a five-gaited animal, helped pile up his prize-winning collection.

WCKY-WSAI Series

THE first local commercial program ever broadcast jointly by WCKY, operated by L. B. Wilson, Inc., and WSAI, the Crosley Radio Corp., in Cincinnati, will be a series featuring Lynn Cole and his music. The program, sponsored by Sloans Furriers, will be heard Mondays, Wednesdays and Fridays at 6:15 p. m., starting Sept. 27. It will originate in the WSAI studios. Cole is a tenor-baritone, appearing with his own orchestra. Until recently he was heard from Chicago stations and also has been soloist with name bands.

BELL OPEN HOUSE

Phone Company Successful in WKOK Broadcasts

WITH local telephone companies natural sponsors of institutional programs, WKOK, Sunbury, Pa., reports that the Bell System in September bought time for a feature broadcast as well as a series of spots for its "Open House". Results of the tour of the telephone company plant, during which four microphones were set up in various parts of the building, were so gratifying that more similar periods are planned. In this photograph, Earl Peters, foreman of toll test (right), is standing at one of the mikes with Reg Merriden, WKOK announcer. The script was written by the Bell publicity department, and included interviews with heads of the various departments, with the oldest living operator and with guests.

Jessel Show Deferred

THE new George Jessel—Norma Talmadge variety show, *30 Minutes in Hollywood*, scheduled to start on MBS from Los Angeles Sept. 26 under regional sponsorship, has been postponed to Oct. 10, according to Lewis Allen Weiss, general manager of Don Lee Broadcasting System. Jessel has been in New York doing a series of 13-quarter-hour transcriptions for De Soto Motor Corp. which will be placed nationally by Ruthrauff & Ryan Inc. There is a possibility that Miss Talmadge will not participate in the Mutual series. New variety show will be sponsored on the West Coast by Gaffner & Sattler, Los Angeles (gas ranges) for 26 weeks on 11 Mutual-Don Lee stations.

New York Philharmonic Resumes Series Oct. 24

THE Philharmonic-Symphony Society of New York, whose Sunday concerts have been an exclusive CBS sustaining feature since the fall of 1930, will resume on that network Oct. 24, with Deems Taylor as commentator. Its concerts will run 28 weeks, an extension of four weeks over last year. John Barbirolli, young Englishman who distinguished himself as guest conductor last season, will occupy the podium at Carnegie Hall in New York for all but one month of the term. In that month Georges Enesco, Roumanian conductor, composer and violinist, will direct for two weeks and a second guest to be announced will conduct for the following fortnight.

The list of soloists includes the sopranos Kirsten Flagstad and Beal Hober; the baritone Richard Bonelli; the pianists Walter Gieseking, Josef Hofmann, Vladimir Horowitz, Mischa Levitzki, Eugene List, Guiomar Novaes, Arthur Rubinstein, and Ernest Schelling; the British duo-pianists Ethel Bartlett and Rae Robertson; the American composer Abram Chasins as soloist in his own piano concerto; the violinists Mischa Elman, Georges Enesco, Jascha Heifetz, Yehudi Menuhin, John Corigliano, Mishel Piastro, Joseph Szigeti, and Efrem Zimbalist; the cellists Gregor Piatigorsky and Joseph Schuster.

Decade of Symphony

THE *Standard Symphony Hour*, oldest commercial network program on the air in the West, on Sept. 30 celebrated its tenth anniversary as a weekly radio feature over five NBC-Pacific Red stations. With the continued approval of the listening audience, no departures have been made from the original style by Standard Oil Co., of California. Presentation of music of universal appeal has been the desire of the sponsor, and so-called "high brow" works not generally liked have been avoided. Since 1928 the Standard School broadcast, Thursday morning course in music appreciation for elementary and advanced school children, has been a companion network feature, pioneering in radio education. The School broadcast is definitely linked to the *Standard Symphony Hour*, with the morning program serving to develop deeper appreciation of the musical numbers to be played during the evening broadcast. McCann-Erickson Inc., San Francisco, is agency.

SEVENTH consecutive year of Sunday broadcasts of *Church of the Air* has just been inaugurated by CBS. During its six years on the air, the program has presented a total of 332 broadcasts by representatives of the 15 leading denominations in the U. S.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

WDBJ CLIENTS GET VALUABLE *Publicity* AND *Merchandising* ASSISTANCE

WDBJ is owned and operated by the Times-World Corporation, publishers of the only local morning and evening newspapers. This affiliation assures WDBJ advertisers liberal newspaper publicity. WDBJ also gives complete and thorough merchandising service to its clients . . . from the writing of letters to dealers, to personal contacts among leading local dealers.

Representatives

CHICAGO — Sears & Ayers

NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

THEY'RE TUNING IN WATL IN ATLANTA

First In Atlanta With The News

EVERY HOUR ON THE HOUR

News Periods Open for Sponsorship

WATL ATLANTA

LIVE TODAY IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

California State Fair Is Host to Radio Group

THIRTY-EIGHT Northern California radio station managers, executives, artists and publicity men took an overnight steamer trip up the Sacramento River Sept. 6 as guests of the California State Fair to attend "Radio Day" at the annual carnival. The party was headed by Lew Frost, assistant to Don E. Gilman, NBC vice-president, who was chairman of the day. Lloyd E. Yoder was assistant chairman.

Among radio folk on the excursion were: Mr. Frost, Mr. and Mrs. Jennings Pierce, Milton Samuel, Mr. and Mrs. Charles Marshall, Janet Baird, Memory Roberts, Beryl Cameron, Mr. and Mrs. David Elton, Mr. and Mrs. George Nickson, Bob Stevens, John Teel, Harvey Peterson, Mr. and Mrs. Armand Girard, Mr. and Mrs. Bennie Walker, Mr. and Mrs. Donald Stuart, all of NBC; C. L. McCarthy and Mrs. Sherwood Brunton, KJBS; C. S. Harper, KQW: L. B. West, KGMB; Mr. and Mrs. Keith Kerby, Gertrude Chavis and Blenda Newlin, KSFO; Leon Churchon and J. Clarence Myers, KYA; M. F. Woodling, KYOS; Mr. and Mrs. Art Westlund and Mr. and Mrs. Don Hambly, KRE; S. W. Warner and F. Wellington Morse, KLS; J. Lester Malloy, KGGC; Preston Allen, KLX.

Oh Henry Sketches

WILLIAMSON CANDY Co., Chicago (Oh Henry bars), recently started one-minute transcriptions on WGY and WTAM, making four stations carrying the announcements, since KOA and WBZ-WBZA had already started carrying them. WBS, Chicago, cut the discs which are dramatized sketches broadcast daily except Saturday and Sunday after 6:30 p. m. John H. Dunham Co., Chicago, is the agency.

Payson's MBS Series

PAYSON PUBLISHING Co., New York (*Commentator* Magazine), which started on 13 MBS stations Sept. 19, is heard twice weekly instead of once, as originally scheduled. Entitled *Commentator Forum*, the program is heard Sundays at 9:30-9:45 p. m., and Thursdays at 10-10:15 p. m. Charles Payson presides over the forum, and speakers include Lowell Thomas, John B. Kennedy, Boake Carter, H. V. Kaltenborn, Gabriell Heatter, George Sokolsky, Upton Close and Linton Wells. Agency is Cecil, Warwick & Legler Inc., New York.

BOB GREEN, author of the *Crime Reporter* series on KRLD, Dallas, is handling script writing, and Switzer McCrary, director and producer of the series, is handling microphone technique on the faculty of Southwestern School of Radio Broadcasting which opens classes Oct. 1 in the Melba Bldg., Dallas. Gordon Butler, head of Butler Recording Studios, is president of the school.

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

Funds for Lungs

KWBG, Hutchinson, Kansas, recently conducted a campaign for funds with which to buy two "iron lungs" for the two city hospitals. Prompted by the spread of infantile paralysis, W. B. Greenwald, president of KWBG, began a drive for contributions on Sept. 11. For a week, announcements were made several times each day reminding listeners of the campaign. At the close of the drive Sept. 18, $2,913 had been received, more than needed for the "iron lungs", so the extra money was used to purchase two baby incubators.

Use *Feature Foods*

SIX national advertisers are participating on the *Feature Foods* program for women recently begun over WGN, Chicago. They are Bird's Eye Frosted Foods Co., New York (frosted foods), through Young & Rubicam Inc., New York; Penick & Ford, New York (Brer Rabbit molasses), through J. Walter Thompson Co., New York; Burham & Morrill, Portland, Me. (B & M beans), Rapinwax Paper Co., Minneapolis (wax paper), Steele-Wedeles Co., Chicago (Savoy Foods), and Squire Dingee Co., Chicago (Ma Brown pickles), all through Mitchell-Faust Adv. Co., Chicago. The program is broadcast at 9-9:30 a. m. daily except Sunday, was formerly on WLS where it was one of the largest mailing programs on the station. Martha Crane and Helen Joyce, who conduct the show, estimate that over a million letters and cards have been received from listeners during the past nine years.

Local Gas Drive

LOS ANGELES and suburban gas companies, through McCann-Erickson Inc., that city, on Sept. 20 launched a seven-week cooperative effort using daily spot announcements on KFI, KHJ and KNX. Instead of calling attention to the various participating sponsors, announcements are directed to the modern kitchen and use of gas appliances in general.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Mennen Commentator

MARY MARGARET McBRIDE, best known in radio as Martha Deane, WOR's much-sponsored lady, will for the first time in her three years on the air use her own name, as a news commentator for Minute Tapioca, product of General Foods Corp., New York. The program starts Monday, Oct. 4, over 45 CBS stations, and will be heard Mondays, Wednesdays and Fridays at 12-12:15 p. m. The agency is Young & Rubicam Inc., New York. Her daily 45-minute participation program on WOR will continue without change.

Mennen Active

MENNEN Co., New York, Brushless Shave Cream, has resumed *Famous Jury Trials* Monday evenings on two MBS stations, WGN and WOR. While the program originates at WLW, Cincinnati, it is not broadcast over that station until Wednesdays, when it is heard at 9-9:45 p. m. on three stations of the WLW Line (WLW, WFIL, KWK). Both contracts are for 52 weeks. Mennen is also sponsoring 15-minute news programs three mornings a week on the Don Lee network and on WCAE, Pittsburgh.. H. M. Kiesewetter Adv. Agency, New York, is in charge.

JIMMY FIDLER, Hollywood news commentator, sponsored weekly on the NBC-Red network from that city by Procter & Gamble Co., has been signed by Warner Bros. First National Studios for five pictures. He will receive $55,000 for his first film and increasing to $100,000 for the fifth if all options are taken up. First picture is to start within 30 days after Jan. 1.

WAVE CLAIMS EVERYTHING (IN SIGHT!)

Even if WAVE didn't reach a soul who lived outside Jefferson County (Louisville) we'd still be able to offer you a market that does 27% of Kentucky's entire business! And this includes only the people who live virtually *within sight of our tower!* . . . We believe any station which delivers a market like that is doing a pretty good job—even without claiming all the rest of the U. S.—and China! Shall we send some data?

An N. B. C. Outlet

National Representatives: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Heh! Heh! —two ducks with one shot

—Reminds me of the Carolina Combination

One low rate bags the Carolina Combination—WIS-WPTF and gives you intense coverage of the two rich cotton-tobacco areas of the Carolinas.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

MacFadden Auditioning

MacFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) is planning to inaugurate a new program under the present title *True Story Court of Human Relations*, on the NBC-Red network, Fridays from 9:30 to 10 p. m. Arthur Kudner Inc., New York, agency now placing this program, and Erwin, Wasey & Co. Inc., New York, which handles the same sponsors *Goodwill Court* broadcasts, are both auditioning new shows.

AFM-IRNA Approach Understanding

(*Continued from page 11*)

such stations out of all the 259 in the group; 150 of the affiliates employed no musicians whatever. The eight originating key stations employed about 360 staff musicians. Among the non-network stations, 85 stations out of a total of about 325 stations employed a total of about 420 staff musicians. Grand total approximately 1,555 staff musicians."

Objection to Rate Basis

Pointing out its success in demonstrating to the union the inability of the broadcasting industry to meet the original demands for employment of 3,500 additional musicians, in securing a postponement of the strike deadline from Sept. 16 to Oct. 15, and in working out a tentative trade agreement for network affiliates (the committee did not attempt to bargain for key or non-network stations), the committee continues:

"All of this is, however, subject to adoption of a formula for distribution of the labor cost. At the convention an advisory vote taken disclosed that the affiliates were fairly evenly divided between a formula based on published rates and one based on net revenue. The objection, in many cases, to the rate basis, was that the published rate is a national rate on which only a small proportion of the actual business is accepted. The objection to the revenue basis was the unwillingness of many to disclose this figure to competitors and to unions. After further careful study since the convention your committee is pretty well convinced the inequalities involved in the use of rates as a basis will cause so many complaints it cannot be satisfactorily relied on, at least as the sole criterion. Any formula adopted will have to give at least some consideration to the factor of revenue.

"In order to attempt to protect stations from improper disclosure of this figure when furnished, it has been decided to operate this inquiry through a highly reputable nationally known firm of certified public accountants. Every station is requested to furnish figures to this firm. Ernst & Ernst has agreed to act for this purpose. In case of question, the certificate of Ernst & Ernst will be accepted without any competitor or union having the right to examine your books. The totals, however, for each station and for the group, must be accessible to your committee in order that it may make the computations necessary for devising an acceptable formula. For this purpose a questionnaire has been prepared by this committee, aided by a subcommittee composed of John Shepard 3d and Emile J. Gough.

To Analyze Data

In addition to such routine data as call letters, ownership, power, time of operation, population of city and station's primary area, the questionnaire specifically asks for the net receipts during the year ended Aug. 31, 1937, with net receipts from NBC or CBS as a separate item, and the amount spent during this period for employment of staff musicians belonging to AFM. The questionnaires were mailed on Sept. 18 to the 259 network affiliates. Ten days later, Ernst & Ernst reported the receipt of more than 200 completely filled out forms. This prompt response was gratifying to the committee which took it as evidence that the broadcasters are more aware of the seriousness of the situation and of the necessity for their individual cooperation than they were a month previous when the NAB questionnaire was sent out.

When all of the stations have answered, the subcommittee will meet with the accounting firm to analyze the response in an effort to determine a trend that will enable the selection of an allocation formula that will be fair to all stations. The subcommittee admitted it had a number of possible yardsticks in mind but refused to discuss any of them at this stage of the investigation.

Absorbing the Costs

Question of how much and in what way the networks should absorb a portion of the additional expense to be assumed by their affiliates is still unsettled. The offer of the networks to assume 10% of the burden, to be distributed as they saw fit, which the IRNA negotiating committee had secured, was rejected by the convention and the committee was asked to attempt to secure a better offer. A single meeting was held following the convention, but no agreement was announced. A report that the networks had increased their offer to 15% was denied by officials.

Negotiating Committee members looked upon network contribution as one of the salient factors in the situation. CBS, it has been indicated, has evinced a willingness to revise the 10% offer upward. On the other hand, the intimation was that NBC thus far has objected to any modification of the projected 10% fund. Committee members nevertheless were hopeful that some tangible basis would be worked out preparatory to the Oct. 12 meeting.

Another open question is the employment of additional musicians at network key stations. A series of meetings, attended by Mark Woods, treasurer, and Niles Trammel, vice-president, of NBC, and by CBS Vice-presidents Edward Klauber, Lawrence Lowman, Mefford R. Runyon and Leslie Atlass, with the AFM subcommittee, had failed to produce any tangible results as this issue went to press Sept. 29. The last meeting on Sept. 27 broke up in a deadlock. Neither the broadcasters nor the AFM officials would disclose the demands of the union, but it was understood that the networks felt they are already employing a maximum number of musicians and were standing pat on their refusal to increase expenditures.

Mutual was not included in these negotiations as it is organized on a different basis from NBC and CBS and does not sell sustaining programs to its affiliates. Mr. Weber said that the question of

Results COUNT MOST
CFCF MONTREAL
NBC RED and BLUE
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

SPENDABLE MILLIONS
Kentucky Farmers $33,000,000
Indiana Farmers $20,000,000
Ohio Farmers $30,000,000
Increased income the first six months of 1937 over the same period in 1936!
62% KENTUCKY'S GAIN FOR 1937 OVER 1936 THIRD LARGEST IN THE UNITED STATES.
50,000 WATTS WHAS C.B.S. OUTLET
Represented by Edward Petry & Co.
THE COURIER-JOURNAL AND LOUISVILLE TIMES

K ★ M ★ P ★ C
"The Station of the Stars"
Beverly Hills, Calif.
A clear channel station . . . in the middle of the dial (710) . . . covering Southern California like the proverbial sunshine and by far the most talked of station on the Pacific Coast.
Keep your "eyes and ears" on this fast stepping station.
G. A. RICHARDS, *President* ★ LEO B. TYSON, *Vice-Pres. — Gen. Mgr.* 710 KILO.

increased employment of musicians at MBS key stations would be considered separately.

Asked about the Canadian stations, Mr. Weber said that the five stations in the Dominion which are affiliated with NBC, CBS and MBS will be expected to sign the same agreement as the United States affiliates, and that the other Canadian stations will be treated the same as the non-network broadcasters within the U. S. Mr. Weber planned to leave New York Oct. 1 for Denver to attend the AFL convention there, returning to New York on Oct. 13 or 14.

While authorized to represent only the network affiliates, the IRNA negotiating committee and its subcommittees have tried to keep in mind the interests of the non-network stations as well, it was reported. Mr. Weber and other union officials have consistently held that any contract shall apply to the entire industry and that they shall expect every station to sign on the same basis, regardless of any question of network affiliation. For this reason, the IRNA committee has in a sense been forced to represent all broadcasters, whether it wished to or not. By persuading the union to postpone its strike deadline until after the NAB convention the committee has given the industry as a whole a chance to approve or reject its negotiations before any station, network or not, is faced with the necessity of signing a new contract with its local union.

Representatives of a number of makers of transcriptions and phonograph records met with the AFM executive board Sept. 17 for a short session in which Mr. Weber informed them of the state of negotiations with the broadcasters and that no further dealings could take place with this group until an agreement had been reached with the broadcasters. Another meeting was set for Oct. 16, day following reconvening of the AFM board which adjourned its meeting on Sept. 22, after the final session with the IRNA subcommittee. Meanwhile, an AFM subcommittee of three members: Mr. Weber; James Petrillo, head of the Chicago Federation of Musicians; and Fred W. Birnbach, Newark, secretary of the international board, was appointed to continue negotiations with the subcommittee and with network executives.

WNBC, New Britain, Conn. on Sept. 28 was authorized by the FCC Broadcast Division to increase its hours of operation from daytime to unlimited time on 1380 kc. with a change in power from 250 watts to 1,000 watts day and 250 watts night, effective Nov. 16.

Scope of AFM-IRNA Tentative Agreement

WHILE substantial agreement has been reached by the negotiating committee of Independent Radio Network Affiliates with a committee of the American Federation of Musicians during the last fortnight under which those stations would commit themselves to a 100% increase in their expenditures for union musicians, or an aggregate of $3,000,000 annually, actual terms of the contract and trade agreement have not yet been approved.

A half dozen tentative revisions of the trade agreement, it is understood, have been drafted — the last as of Sept. 28—with the language not yet decided upon even as between the two negotiating groups. Basic principles, however, evidently have been agreed to and the committees are hopeful of reaching a definite understanding shortly.

Some three dozen provisions, it is understood, are contained in the tentative agreement, which would run for two years. Moreover, it is proposed that the same terms as specified for the network affiliates also shall apply for all other stations, with the exception of network key stations.

"Unfair" Stations

Having sent questionnaires to all network affiliated stations as a means of procuring information upon which it can base an allocation to each affiliate covering expenditures for musicians, the IRNA committee proposes to submit its suggested allocation to AFM for approval preparatory to invoking the proposed trade agreement. Some 200 stations out of 259 network affiliates already have replied to this questionnaire, it is understood.

A strike date of Oct. 15 has been established in the trade agreement unless a further postponement is agreed upon. AFM will declare as unfair any stations not agreeing to the terms of the contract. Moreover, network key stations or stations transmitting programs by wire to others would be prohibited from doing so if the receiving stations do not agree to union terms. There would be a provision, however, that if the number of affiliates of a network satisfactory to AFM have signed contracts, then the union will permit the key station to provide service to the network upon assurance that the music will be transmitted only to affiliates which contracted for employment and to no affiliates which have not accepted contracts.

Definite provision would be made that the scale of hours, wages and local working conditions for musicians should be determined by the local union having jurisdiction. Specific provisions would be made, however, that no station shall pay less for union musicians than the amount it is now paying, whatever the effect of the allocated quota. Moreover, no local union would be permitted to require an affiliate to increase its payments during the contract tenure except under certain conditions.

Nine-Month Guarantee

Stations would be permitted to expend the entire amount of their quotas for the employment of staff musicians over a period of not less than nine months in each year. There would be exceptions to this requirement in resort cities, where the business season might be less than nine months and where the provisions might involve undue hardship.

A staff musician would be described as one paid on a weekly basis rather than by performance. Musicians hired as extra men or employed for other work than that of playing musical instruments would not be included in the expenditure quota. Overtime and extra rehearsal compensation likewise would be excluded.

Apropos commercial programs, the understanding is that if a local requires a higher rate for use of staff musicians in commercial programs as well as in sustainings, the aggregate pay of the broadcaster to the staff musicians on the regular payroll would be credited against the station's quota irrespective of the number of commercial hours involved.

Stations would be required to employ union musicians in good standing as staff members but with the provision that the station shall be permitted to employ virtuosos of high standing, novelty acts of nonmembers, and similar extra musical talent subject to conditions prescribed by the local. Specific requirements as to qualifications of musicians also will be written into the agreement. The stations would have full control over program material, selection of music, instrumentation and the like, and if it has any complaint as to qualification of the musician furnished by the local union, an examination by the Federation will be ordered. If the examiner then finds the musician is incompetent, the station then will have the right to hire a union musician from some other local.

No Ban on Records

As was understood in the original conversations, the agreement will carry a proviso that stations contracting with AFM for guaranteed expenditures for musicians will receive from it the right to use phonograph records and electrical transcriptions along with the privilege of receiving network programs. AFM, however, would require stations to contract only for recordings and transcriptions made by manufacturers licensed by the Federation. AFM has withheld making agreements with transcription and record manufacturers until arrangements are completed with stations and networks.

Regarding recordings made for audition purposes or for filing, the agreement is expected to specify that stations may make such records but that they cannot be broadcast. Moreover, AFM would require notice from the stations when such records are made. Stations making transcriptions for broadcast use would be required to agree to regulations prescribed by the Federation for such purposes.

In connection with recordings of sponsored programs, AFM has insisted upon a provision that in the event such a program cannot be broadcast at the allotted time, a transcription may be made to be put on the air not later than a week from the time it was made. In such instances too, AFM would have to be advised of the recording and after it is used, destroy it.

Since the agreement terms were

(*Continued on Page 81*)

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

COLOR: For almost ten years without interruption, WSBC has carried Chicago's only program appealing to, and staffed by, colored folk exclusively. There are a quarter million negroes in Chicagoland! The broadcast talent, unearthed on this program, has won national prominence.

* * * *

PLACID: Howard Zile, engineeer, chose the 400-foot level of WCBD's new vertical radiator for an unexpected snooze recently, after long hours of testing. Luckily a safety belt kept his name out of the obituaries.

* * * *

FRIENDS: An honor this writer humbly received recently, a membership in the Illinois Club for Shut-Ins, a tribute to the service of these stations in aiding these unfortunates.

* * * *

DOUBLING: That German-American program that is bringing so much good comment on Milwaukee's WEMP is announced both in German and English by Carl Zimmerman, versatile ace WEMP staff announcer. Milwaukee's vast German audience is remarkably responsive. Americanization material is used much.

* * * *

MILESTONE: WGES is completing its tenth uninterrupted year of the exclusive broadcast of Catholic High Mass. It's the greatest single friend-making program on WGES among a million and a half Catholics in Chicagoland.

* * * *

COMMENT: We've kept a pretty careful check on the alleged "success" of youngsters who have been led into amateur (and later professional) pugilism through much-publicized tournaments of fisticuffs. Results of "success" is a lot of "punch-drunk" young men who might otherwise be good citizens.

* * * *

AIR-MINDED: The Chicago Girls Flying Club looked to WGES, WCBD and WSBC to put over its successful "Air Carnival" the other week. From time on the air to public address system, these stations served effectively.

* * * *

FIDELITY?: One of radio's worst enemies is the "midget" radio receiving set!

Gene T. Dyer

Lesson in Crashing

THE SCRIPT of the *Fibber McGee & Molly* program Sept. 20 called for a porch crash. So sound man Don Mihan got together the following paraphernalia: A set of wooden stairs, a flour barrel, an orange crate, eight wooden beer boxes, six music racks, a flour sifter, a tea kettle and 12 tin cans. After repeated trials, Mihan found that the porch crash wasn't realistic enough. Fibber himself (Jim Jordan) finally suggested the final ingredients that proved satisfactory. Fifty small wooden berry boxes were added to the pile and Mihan jumped on them to provide a perfect porch crash.

HEAR EXECUTIVE

KLZ Uses Discs to Repeat 70-Minutes Program

KLZ, Denver, remoted 70 minutes of President Roosevelt's stopover at Cheyenne, Wyo., and repeated the program by transcription the same evening. The remote crew was headed by Howard Chamberlain, production manager, aided by Charles Inglis. Chief Engineer T. A. McClelland ordered the recording. They worked in cooperation with Sterling Fisher, CBS director of talks, and Clyde M. Hunt, chief engineer of WJSV, Washington, who were with the presidential party.

During a talk by Senator Joseph C. O'Mahoney, before the party reached Cheyenne, the Senator remarked: "This seems to be Hamlet without a Hamlet." Fearing a political tirade, the KLZ crew prepared to cut off the remarks but the subject veered into a less delicate vein.

Eaton Paper Poll

EATON PAPER Corp., Pittsfield, Mass., on Sept. 15 started a nationwide radio poll to continue for 90 days, offering a $1,000 prize to the fan writing the best letter about a radio artist. The poll is to be broadcast 26 times from eight stations. A Letter of Gold trophy will be awarded the most popular artist. Stations are WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ, KFI.

YOUNGEST—Of all the news commentators in radio is Bob Hurleigh, 25, according to a claim by WFBR, Baltimore, over which he handles Transradio news for American Oil Co., Baltimore (Amoco oil and gas). Despite his youth, Hurleigh has had seven years of newspaper and radio experience, having started as assistant dramatic editor of the *Washington Times* and edited several local magazines and having started in radio as an announcer on WOL, Washington.

New Camel Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., Sept. 28 started its new double-feature *Camel Caravan*, first half-hour of which is *Jack Oakie's College*, with Jack Oakie and Stuart Erwin, and second half of which is Benny Goodman in a new *Swing School* series. Program, broadcast on 96 stations of the CBS net, is in the interest of Camel cigarettes and Prince Albert smoking tobacco. The agency is Wm. Esty & Co., New York.

Vick Starts Two

VICK CHEMICAL Co., Greensboro, N. C., started its two new series of CBS programs, *Vick's Open House with Jeanette MacDonald* and *Tony Wons and His Scrapbook* on Sept. 26 and 27, a week ahead of the previously announced opening dates. The MacDonald programs will be broadcast Sundays from 7 to 7:30 p. m. EST, and the Wons series on Mondays, Wednesdays and Fridays from 10:30 to 10:45 a. m. Morse International Inc., New York, places both series.

Federal Control Status Reviewed by Law Group

CUSTOMARY recommendations that it be authorized to confer with committees of Congress and the FCC on matters affecting radio and communications law and that it be authorized to attend international conferences and congresses having to do with communications regulations, were made to the American Bar Association by its Standing Committee on Communications at the 16th annual convention in Kansas City, Sept. 27-Oct. 1.

In a brief report the committee reviewed the status of federal regulations affecting communications, pointing out that some 40 separate bills are now pending in Congress. Activities of the FCC during the past 12 months together with a review of cases appealed from FCC decisions constituted the major portion of the report.

The committee comprises John W. Guider, Washington attorney, chairman; Douglas Arant, Birmingham; Edward Borchard, Yale professor; Raoul E. Desvernine, New York, and J. B. Faegre, Minneapolis.

Imperial Sugar on TQN

IMPERIAL SUGAR Co., Sugarland, Tex., on Sept. 27 started Mondays, Wednesdays and Fridays, 9-9:30 a. m., on the Texas Quality Network, featuring one transcription and two live talent shows weekly and keyed from WFAA, Dallas. Sponsor last spring conducted a "Get What You Want" contest to determine the popularity of three types of transcribed programs. The audience reacted favorably to all three but asked for more variety. Agency is Tracy-Locke-Dawson, Dallas and New York.

Work Starts on KWNO

WORK was scheduled to begin Oct. 1 on the new KWNO, 100-watt daytime station on 1200 kc., which the FCC recently authorized for construction in Winona, Minn., and it is hoped to have the station on the air by Thanksgiving Day. Western Electric transmitter and studio equipment will be used with a Blaw-Knox 199-foot vertical radiator. Staff selections have not yet been made, according to Maxwell H. White, president of the Winona Radio Service, a partnership which includes Herman R. Weicking, Harry Dahl and Otto M. Schlabach. Mr. White is business manager and Mr. Weicking is editor of the *Winona Republican-Herald*. Mr. Dahl is chief owner of WKBH, LaCrosse, Wis., and Mr. Schlabach is a LaCrosse attorney interested also in WKBH.

THOMAS S. LEE, president of Don Lee Broadcasting System, Los Angeles, and J. C. Lewis, producer of KHJ, the network's outlet in that city, have collaborated in writing a new song, *It Must Be You*, to be used by a major Hollywood motion picture studio.

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop
MEMPHIS
Wide Range Transmission—5,000 Watts Power
WREC
NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

Film Academy Planning To Include Radio Data

GROWING importance of radio in Hollywood and its near-parallel to films in various activities and objectives, is reliably reported to have impressed leading Academy of Motion Picture Arts & Sciences figures to the extent that pressure may be brought to enlarge activities of that organization to include the new industry.

Growing interrelationship of films and radio, the intermingling of talent in both media, and the fundamental purposes of both in providing entertainment for the masses, plus concentration of production resources in Hollywood, lead sponsors of the proposal to bring radio under the Academy's wing to believe the plan feasible.

Look Still Placing

LOOK Inc., Des Moines, Iowa (semi-monthly picture magazine), has started half-hour recording programs over WJSV, Washington, D. C., featuring Arthur Godfrey as master of ceremonies. Programs are broadcast Tuesdays, Thursdays and Saturdays, 11:00-11:30 p. m. The magazine has also started a nightly except Sunday half-hour show on WCKY, Cincinnati, 10:30-11 p. m. Because Philadelphians are said to retire early, *Look* is using recorded programs 8:30-9:00 a. m. over WCAU. *Look* is continuing full-hour nightly shows on WTMJ, KRNT-WMT and WGAR. Half-hour nightly broadcasts are being used on WMCA, with a full hour show on Sundays. In addition, minute dramatized transcriptions are being used on KFI, KGO, KWK, WNAC and WCAU. Schwimmer & Scott, Chicago, is agency.

Spots Promote Film

UNIVERSAL PICTURES Co. Inc., New York, for "One Hundred Men and a Girl" broadcast on WOR, Newark, on Friday, Sept. 17, three 50-word announcements; Saturday, Sept. 18, three 50-word announcements; Sunday, Sept. 19, announcement on program of Transradio News, 10-10:15 a. m., EDST, and on program of Stan Lomax, sports, 7-7:15 p. m. Universal agency is J. Walter Thompson Co., New York.

Iodent Tests on WMAQ

IODENT CHEMICAL Co., Detroit (Iodent toothpaste), started sponsorship of *Don Winslow of the Navy* on WMAQ, Chicago, Sept. 27. The program which is broadcast daily except Saturday & Sunday, at 5 p. m. (CST), will go on an extensive NBC network if a 13-week test proves successful. Vanderbie & Rubens Inc., Chicago, is the agency.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Minor Film Folk Getting Radio Roles As Writers Introduce Special Types

By DAVID GLICKMAN

THE virtual monopoly of supporting roles held in Class A network broadcasts emanating from Hollywood by strictly radio acting talent is facing a breakdown. Insiders viewing changes in the Hollywood radio production setup and the interrelationship growing between radio and films predict a rapid infusion in radio of picture players known for their talent, but nameless outside the studio walls.

Hollywood radio production executives heretofore conscious only of stellar names are now building up their files on supporting talent and the fall network programs will bring to the front many new players. A prime factor in the increasing swing to film talent of the "character" type is the introduction of film writers in rapidly growing number to radio production.

By word of mouth, and by insertions of character description, such as a "Joe Doaks type," the film writers now in radio are advertising the backbone of film acting talent below the feature billing class. By writing them directly into scripts, they are paving the way for a lucrative new outlet for this type of talent. Radio casters heretofore restricted only to the small circle of radio actors familiar to them, now look to films to augment the talent market many times over.

Radio for some time has been rubbing elbows, getting on congenial terms and offering to work hand in hand with pictures, and the bigoted attitude taken by many film studio executives is rapidly disappearing. They have come to realize that radio is a valuable asset to exploit a picture and to build up unknown talent. These two industries are in a position to give and take. Radio is dipping deeper and deeper into the production resources of pictures and in turn is giving much of its star and near-star talent to the films. Smart Hollywood showmen connected with the films now offer to "play ball" with radio. They realize that a picture plug on a transcontinental program means much to the success of a film.

Energine Discs

CUMMER PRODUCTS Co., Bedford, O. (Energine), will make discs of *Radio Newsreel*, starring Wallace Butterworth and Parks Johnson. Transcriptions will be made during the network broadcasts, which start Oct. 24 on 23 stations of the NBC-Red net, Sundays at 3-3:30 p. m. List of stations for the transcribed series is not yet available. The agency is Stack-Goble Adv. Agency Inc., New York.

Spot NEWS!

WQDM 1000 WATTS
ST. ALBANS VERMONT

Sponsors Tennis Tourney

ARROWHEAD SPRING WATER Co., Los Angeles (bottled water), from Sept. 17 to 26 inclusive, sponsored daily (12:30-12:45 p. m. and 2:30-4 p. m.) the annual Pacific-Southwest Tennis Tournament from the Los Angeles Tennis Club, on KMPC, Beverly Hills, Cal., giving elaborate coverage. Broadcast series was supplemented several days prior to the opening of the tournament with interviews of internationally known participants. Allied Adv. Agencies Inc., Los Angeles, handled the account. Final three days of the tournament, Sept. 24 to 26 inclusive, were also broadcast over KHJ, Los Angeles, and the Mutual-Don Lee network on a staggered schedule, the event going transcontinental.

DRYDEN & PALMER Inc., New York (Gravy Master), will start Oct. 6 participation in established programs on WFBR, Syracuse, and WGY, Schenectady. The agency is Samuel C. Croot Co., New York.

Cavalcade Wins Citation Of Women's Committee

"THE RADIO program most acceptable and worthwhile to the general family audience,"—such was the designation awarded Sept. 22 to *Cavalcade of America* by the American Legion Women's Auxiliary, following a ballot conducted among thousands of women throughout the country by the Women's National Radio Committee. It was the second annual radio program award by the Auxiliary and was announced by Mrs. William H. Corwith, chairman of the Auxiliary radio committee, on the CBS broadcast of the seventeenth annual convention of the Auxiliary in the Hotel Astor. William A. Hart, du Pont executive, accepted the award on behalf of his organization, which sponsors the program.

RADIO NFA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.

250 Park Avenue New York

EXCLUSIVE!

Tidewater-Associated Oil Co. chooses KEHE to broadcast the Loyola University football games to the thousands of alumni and fans in Southern California.

Another KEHE "exclusive" . . . another good advertiser on a powerful and capable station.

5000 Watts **KEHE** 780 Kilocycles

Los Angeles, California

Member of the California Radio System

"Serving the Public Interest"

National Representative: Hearst Radio

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Bowey's to Change

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink), on Nov. 1 will start sponsorship of *Terry & the Pirates*, radio version of the syndicated comic strip, on the NBC-Red network from 5:15 to 5:30 p. m., and will be heard Mondays, Tuesdays and Wednesdays. Company has been sponsoring *While the City Sleeps* at the same time on Mondays, Wednesdays and Fridays. Carried on 16 stations, the pick-up point of the broadcasts will be shifted Nov. 1 from Chicago to New York. Program will be rebroadcast for the West at 6:15-6:30 p. m., EST. Stack-Goble Adv. Agency, Chicago, has been appointed to direct the series.

You'll want an Encore when you try the Tune:
"MORE BUSINESS"

Strike the Key with
KWK
Thomas Patrick, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York - San Francisco - Chicago

Status of Engineers at Issue

(Continued from page 13)

ney Cohn, CBS by Sol Rosenblatt, ABT by Leon Despres, and the NLRB by Charles A. Graham. Testimony as to the technical make up of CBS was given by E. K. Cohan, director of engineering, and as to the difficulties caused by the IBEW affiliation of KMOX engineers by R. W. Chubb, attorney for KMOX. H. E. Davis, former president of ACBT, and Charles H. Kleinman, former secretary of the New York chapter of ACBT, testified regarding the move to dissolve the New York chapter and to join ARTA. The hearing adjourned Sept. 29.

Invites Free Lancers

Definitely throwing down the gauntlet to the recently organized American Federation of Radio Artists, AFL union holding jurisdiction over all persons "appearing before the microphone," with the exception of union musicians, the American Guild of Radio Announcers and Producers has announced the formation of an artist free-lance chapter, which will make AGRAP membership available to artists not on station staffs. Already members of this new AGRAP branch are David Ross, Ted Husing, Paul Douglas, Andre Baruch, Fred Uttal, Del Sharbutt and Andrew Stanton, according to the announcement made Sept. 25 by Roy S. Langham, AGRAP head.

Stating that "the entrance of the AFRA into the field of organizing radio talent and particularly announcers has had no effect on the progress of AGRAP" the announcement lists the recent gains of this independent organization which has no affiliation with AFL, CIO or any other general labor group. Announcers at KYW, Philadelphia, have joined the Guild 100% and bargaining will soon be begun for this group. Admission of announcers at WCAU, Philadelphia, WEEI, Boston, and WBBM, Chicago, gives AGRAP a majority of CBS announcers. Addition of WBNX, WNEW, WOV, and two other stations in which organization is now under way, to WABC, WOR and WMCA, for whose announcers AGRAP has already won contracts, is said to give it a majority of the announcing staffs in New York City.

In the newly-entered sound effects field, AGRAP states that it is now bargaining for the sound effects technicians of WABC and WBBM, CBS keys in New York and Chicago, and for the sound effects staff of WJZ and WEAF, NBC's keys in New York. Admitting that the membership in Actor's Equity Association has caused many actors and singers to join AFRA, AGRAP says that its own enrollment in this field is steadily growing.

Other Negotiations

Negotiations for the announcing staffs of WORC, Worcester, and WAAT, Jersey City [BROADCASTING, Sept. 15], are still under way, and organization is complete at WRAX-WPEN, Philadelphia, and WFBL, Syracuse. Organization at 11 other stations is under way; enrollment has been started in an additional 12 stations and individual memberships received from 40, the statement reports. In three cases before the National Labor Relations Board AGRAP has won three favorable verdicts.

The first national convention of AGRAP will be held Oct. 1, in New York City.

Decision by Mrs. Emily Holt to accept the position of executive secretary of AFRA, which had been offered her earlier in the month [BROADCASTING, Sept. 15], is said to have brought together the various factions of this new talent union which had developed during the campaign to select a leader. A graduate of Cornell U. law school, Mrs. Holt served for seven years as associate counsel of Equity, in particular charge of arbitrations, and before her resignation in 1934 she was a member of the Code Authority of the Radio Broadcasting Industry as representative of performers other than musicians. George Heller, member of Equity council since 1933, and extremely active in organizing the radio field when it came under Equity jurisdiction, has been named as assistant executive secretary of AFRA, in addition to serving as treasurer.

With a claimed membership of 2,000 radio actors already, AFRA is expected to begin shortly a nationwide radio drive toward its goal of 20,000 members. However, the first council meeting since Mrs. Holt's acceptance of leadership, held on Sept. 23, had no plans to report. One pressing question, which will have to be decided by the Associated Actors & Artists of America, under which AFRA is chartered, is that of the transfer of actors from the stage, where they are under Equity jurisdiction, or the movies, where they come under the jurisdiction of the Screen Actors' Guild, to radio.

When an actor moves from stage to screen, or vice versa, he changes from one jurisdiction to the other for the period of his dues, and at the end of that period pays his dues to the organization under which he then comes. But whereas it is not ordinarily possible for an individual to work for both stage and screen simultaneously, it is fairly common for players from both fields to appear in a radio series without interrupting their stage or screen work. If they are allowed to continue this practice without paying additional dues to AFRA or without having some part of their previous dues transferred to this radio union, it is apt to find itself with a continually depleted treasury.

AFRA in Golden Gate

A San Francisco chapter of the American Federation of Radio Artists was formed Sept. 19, with jurisdiction over Northern California from the Tehachipi mountains to the Oregon line and over all of Nevada. A charter was granted by the AFRA national board in New York. Vic Connors, executive secretary of the local, stated that more than 75 members had signed.

"AFRA is not making any promises as yet," John B. Hughes, MBS announcer, stated. "But when it becomes solid and thoroughly organized then steps will be taken for the betterment of working conditions. We are not going to go gunning for the radio employers."

Norman Field, national executive secretary of AFRA, announced that members of the Screen Guild of AFRA will be able to take out membership in one or the other at a reduced rate and that the cards will be interchangeable. In concluding his address Field explained that AFRA was organized to check any other group from making mandatory demands upon radio workers such as "join de union or take a good sock in de jaw."

ARTA has signed the technicians, announcers and continuity writers of KOMA, Oklahoma City, 100%. While ARTA has hitherto concentrated chiefly on the engi-

THE BUTCHER, THE BAKER AND THE CANDLESTICK MAKER DO!
In 1936, some 125,000 butchers, bakers and candlestick makers in WBNX's area, sold over $2,500,000,000 worth of standard advertised products to the 4,000,000!
1000 WATTS DAY AND NIGHT
WBNX NEW YORK
"It's the Four Million who Listen to WBNX"

"This is . . .
WBNS
COLUMBUS, OHIO
"This is Our Representative . . .
JOHN BLAIR & CO.
"Ask John . . . he knows"

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

neers in its radio organizing, officials explained that in accordance with the CIO policy they were organizing any unorganized and that such small groups as the announcers and writers of KOMA had not and probably would not be strong enough to set themselves up as individual locals. However, the union spokesmen stressed the fact that ARTA is not attempting to provoke any jurisdictional battles and that if any more appropriate union affiliation were offered these announcers and writers ARTA would gladly relinquish them on request. The first conference with the station management was held on Sept. 17.

The entire technical staff of WBBZ, Ponca City, has also joined ARTA, it was stated.

Officials of the union, whose new name, American Communications Association, will not become official until it has been ratified by the membership, stated that the technical staff of WWSW, Pittsburgh, had signed up 100% and that negotiations would soon be started with station officials. Negotiations are now progressing rapidly at WCAU, Philadelphia, where the engineers were signed several weeks ago, and a contract is expected in the near future.

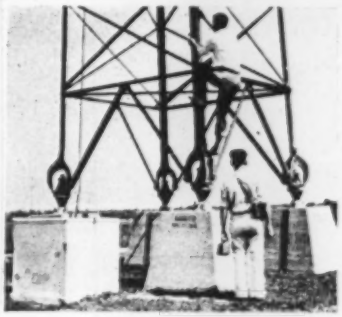
Negotiations with officials of WHN, New York, which was ordered to deal with ARTA by the National Labor Relations Board after a series of hearings in which the International Alliance of Theatrical & Stage Employes, AFL union, had claimed the sole right to represent any employes' organization at Loew's Inc., owner of WHN, are temporarily at a standstill pending the outcome of the NLRB hearing on ARTA's case versus CBS, started Sept. 28, after two postponements. Meetings between union and WHN officials failed to reach an agreement and a strike had been expected, but the union decided to withhold action until after the CBS decision.

Conferences are now being held with officials of RCA Communications, which has recognized ARTA as bargaining agent for its "live traffic" employes and messengers. An election held under NLRB auspices last summer showed a large majority of the company's employes in the New York area to be ARTA members, and upon proof that a similar condition exists throughout the country the company agreed to recognize the union as national agent. ARTA expects to enforce its closed shop demands and to have a signed agreement with the company in the near future.

A Chicago branch of AFRA was formed Sept. 26 with Carleton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary. Following artists are on the executive committee: Hugh Studebaker, Bess Flynn, Henry Saxe, Forrest Lewis, Virginia Payne, Bernard Burke, Judith Lowry, Mark Love, Edward Davies, Harry Walsh, Pat Peterson, Philip Culkin, Richard Wells, Major Holmes and Myles Reed.

KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland

Five favorite stations available with a single contract.



UP THEY GO—For a stunt broadcast from the top of the 190-foot Blaw Knox tower of KGNF, North Platte, Neb. John Alexander, program director, has started the climb while Chief Engineer Buford Eaves waits his turn. They described the nearby countryside and conversed with Gene Rhein, announcer, who remained with a crowd of 500 persons at the base of the tower. A handful of theatre tickets was thrown from the top.

Heatter's Committee

A FIFTH AVENUE mannequin, a New York business man, a Manhattan tailor, and a housewife comprise the Radio Listener's Committee to serve with Gabriel Heatter for *We, the People*, starting Oct. 7 on CBS for Sanka coffee. The group will act as a governing committee to select most interesting applications of persons wishing to relate their life-stories on the air. Members of the committee are Nancy Bigelow, model; Wallace Seymour, business man; Amato Violetti, tailor, and Mrs. Lena Murphy of Otisville, N. Y., housewife and mother.

Nash Announces Models

NASH division of Nash-Kelvinator Corp., Kenosha, Wis., starting on Oct. 19 will broadcast for two weeks a series of two daily minute announcements by Boake Carter to promote new models. Geyer, Cornell & Newell Inc., New York, is agency.

COLGATE-PALMOLIVE-PEET Co., Jersey City, is dropping its CBS *Palmolive Beauty Box Revue*, to be replaced in November by a daytime script show. Benton & Bowles Inc., New York, is agency.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

BIG RESULTS FROM SMALL BUDGETS!

On WDRC you can concentrate your sales message in a major-opportunity, major-profit market . . . and how little it costs! Investigate WDRC before making your winter plans.

Basic Network Station of the Columbia Broadcasting System

No Series Client

PROSPECT that coverage of the World Series will be handled by networks on a sustaining basis was indicated as BROADCASTING went to press. A last-minute effort to secure sponsorship of the series was being made but the high cost of rights plus the expense of network facilities appeared to be standing in the way of prospective advertisers.

Anacin Adds Discs

AMERICAN HOME PRODUCTS Co., Newark (Anacin), at the end of September started a thrice weekly quarter-hour daytime RCA disc series featuring *Easy Aces* on a group of American and Canadian stations, in addition to the NBC-Red list. Weed & Co., station representatives, placed the Canadian series.

Stations are: KPRC WTNC WWL KLZ KSL WOAI WCSH WOOD WKY WRVA WFAA WTMV WSB WIOD KSFO KOMO KHQ KGW CJCA CKWX CKY CJAT CKKL CFCH CKGB CFCF CHNS CJRM CFCN CFRB. KNX and WDAF also have been taking the *Easy Aces* program via disc. Blackett-Sample-Hummert Inc., New York, is agency.

MICKELBERRY'S FOOD PRODUCTS Co., Chicago (Mickelberry's sausages), will start a quarter-hour sports program preceding the football games every Saturday over WBBM, Chicago. Pat Flanagan will handle the series. Neisser-Meyerhoff Inc., Chicago, is the agency.

HARRY LAYMAN, chief engineer of WFTC, Kinston, N. C., and W. C. Ewing, wholesale fertilizer distributor, have applied to the FCC for a new 250-watt daytime station on 1340 kc. in Fayetteville, N. C.

HOST *to the* WORLD

WASHINGTON'S MODERN HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

Single Rooms from $4
Double Rooms from $6
All with bath, of course

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WASHINGTON, D. C.
R. L. POLLIO, *Manager*

IN NEW ORLEANS

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WDSU

First with the latest and always a few wave-lengths ahead

•

Representatives

JOHN BLAIR & CO.

Affiliated

NATIONAL BROADCASTING CO. BLUE NETWORK

Fisheries Using Spots

GORTON PEW FISHERIES Inc., Gloucester, Mass., started Sept. 13 one-minute spot announcements on KYW, KDKA, WTAM, WGY, WMAL, WMAQ, WBZ-WBZA. Schedule is for 20 weeks, placed through H. B. LeQuatte Inc., N. Y.

Vermont Syrup Spots

PENICK & FORD Ltd., New York (Vermont Maid Syrup), on Oct. 4 starts a series of transcribed announcements to run daily except Sunday for 13 weeks on 24 stations, placed through J. Walter Thompson Co. Inc., New York.

ROLLING—This studio on wheels has been placed in service by WHK-WCLE, Cleveland. It includes a piano and 100-watt short-wave transmitter. The trailer is attached to the regular mobile unit.

Biscuit Firm's Time

SAWYER BISCUIT Co., Chicago, currently using a sidewalk program featuring Bob Elson over WGN, will add a second Chicago station, WMAQ, Oct. 4 to promote its fig bars. Bob Hawk will announce *Studio Stooges*, daily except Friday and Sunday at 1:45-2 p. m. Other stations carrying sidewalk programs for United Biscuit Co., with which the Sawyer firm is affiliated, are WWJ, WTAM, WDAY, WTMJ, WIRE and KMOX, plus six stations of the Michigan Network. Neisser-Meyerhoff Inc., Chicago, is the agency.

BOB CUNNINGHAM, program director of KOIL, Omaha, is again teaching the credit course in radio methods at the Municipal University of Omaha which he taught last year. Class meets one night a week for two hours in the KOIL studios.

KVRS are the call letters assigned for the new local station at Rock Springs, Wyo., authorized Sept. 14 by the FCC [BROADCASTING, Sept. 15.]

Institute to Place

UTILITIES Engineering Institute, Chicago (air conditioning courses), started a quarter-hour live talent show on WBBM, Chicago, Sept. 26, making the sixth station to be used by the air conditioning firm. The new show features Winston & Sutton, double piano team, every Sunday at 10:45-11 a. m. Quarter-hour programs varying from one to six times weekly are being presented on WWVA, WHAM, KFEL, WNAX and WMMN. At least 15 other stations to be added sometime in October. First United Broadcasters Inc., Chicago, is agency.

L. L. HILLIARD became controlling owner of KGKY, Scottsbluff, Neb., by action of the FCC Sept. 28, authorizing transfer of the stock of Ruth K. Hilliard and Myron E. Kluge of Los Angeles.

The Largest Independent Frequency Measuring Service in the Country

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Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY

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Consulting Radio Engineers
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Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
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Specializing in Problems of Broadcast Transmission and Coverage Development.
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RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET — NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Small station in delightful Southern city desires immediately real go-getter salesman with knowledge of local and national advertising. Must be trustworthy and real salesman to meet requirements. Small salary. Congenial surroundings. Tell all in first letter. Box 775 BROADCASTING.

Situations Wanted

Licensed 1st class telephone operator and announcer, 25, married, sober and reliable. South or West. Box 779, BROADCASTING.

Experienced Radio Press Operator Desires Position Copying Transradio, International News, United Press, etc. Box 772, BROADCASTING.

ANNOUNCER. Well-rounded experience. Affiliated with two network stations. Available immediately. Smart wardrobe. Gentile-operated station preferred. Box 776, BROADCASTING.

Young, Experienced Radio Worker Desires Position On Small Southern Station. Can Announce, Sell, Write Commercial Continuity. Any Job Considered. Box 780, BROADCASTING.

Engineer: three years experience, construction, installation, maintenance. Assoc. I. R. E. See Communication and Broadcast Engineering, page 12, Aug. 1937. Box 782, BROADCASTING.

Secretary Stenographer six years radio advertising experience Chicago; six years previous legal and commercial experience; knowledge bookkeeping. Box 781. BROADCASTING.

Licensed operator, radio telephone first class, young, married, go anywhere. Some experience. Salary secondary to securing work. Desire permanency. References furnished. Have had instruction in television. Box 773, BROADCASTING.

ENGINEER: RCA Graduate. Telephone first, telegraph second licenses. Three years station experience including installation, survey, copy Transradio, and supervising technicians. Highest recommendations. Married. Now Available. Box 778, BROADCASTING.

If you are looking for a capable Manager or Assistant, my clean and successful record, 4 years Program Director, 2 years Sales Manager, 1 year Manager, 2500 watt metropolitan station, should interest you. Excellent references. Available November first. Box 777, BROADCASTING.

Wanted to Buy

Wanted: Used Esterline Angus 5 milliampere recording meter. Advise price and conditions. Box 784, BROADCASTING.

Wanted: 100 Watt Transmitter not over two years old. Composite not wanted. Quote cash price and full details. Box 774, BROADCASTING.

Would be interested hearing from some small station owner who would be interested partial or outright sale. Box 783, BROADCASTING.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 2500 watts, complete with spare tubes, antenna coupler, monitor and all accessories. Unit meets Federal Communications Commission requirements. Wire or write Radio Station WJDX, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Convention to Test NAB Unity

(*Continued from page 12*)

of casting several votes rather than a single vote on elections, whereas now 100-watter and 50,000-watter alike, irrespective of dues paid, have equal voting privileges. This was described as the system used in principle by other trade associations, notably the American Newspaper Publishers Association.

Urges Meeting in Denver

Another proposal for an NAB departmental came Sept. 25 from Gene O'Fallon, manager of KFEL, Denver, and a member of the NAB board, in a letter to western stations. Urging a meeting of western stations in Denver Oct. 4, Mr. O'Fallon suggested that those men solely in the business of broadcasting have interests differing from those to whom broadcasting is only an adjunct to another business. He also advocated full attendance at the Oct. 12 special convention.

"The threat of labor trouble is different to a man with an insurance company, a newspaper, or a manufacturing concern to think of and protect, than it is to a man who depends entirely upon broadcasting for his entire livelihood. So my thought is that our crying need is an NAB department for those who are broadcasters exclusively, and who cannot be guided by regard for the interests of any other business or industry."

Mr. O'Fallon's letter followed one Sept. 16 from T. W. Symons Jr., KFPY, Spokane, and KXL, Portland, Ore., to all western stations upon his return from the IRNA sessions in New York, as well as the NAB board meetings. He likewise had suggested a special meeting, and Mr. O'Fallon referred to Mr. Symons' suggestion.

Network affiliates, Mr. O'Fallon said, will receive some assistance by reductions in sustaining program charges, but non-network stations will have to carry the additional music burden themselves unless they take steps. "If you believe the radio industry should tell the musicians to 'go ahead and walk out'," he added, "it's time to speak your piece. If you think the industry should try to work out a 'compromise', this is your chance to have a voice in it. The plan to further departmentalize NAB is intended to give every class of station an opportunity to solve the problem as it applies to that particular class of station."

Advocating Oct. 4 for the special western meeting to "thrash out some of these things in advance and go back with some definite ideas, Mr. O'Fallon pointed out that the AFL convention is meeting in Denver at that time. Moreover, he said that Joseph N. Weber, AFM president, and other AFM officials will be in the city, and that a meeting might be arranged.

Many favorable responses to the O'Fallon letter are being received, it is reported, and there were indications that the regional meeting would be held as suggested in Denver. The proposal for a departmental within the NAB of broadcasters exclusively in the broadcasting business appeared to arouse spontaneous support, it is understood.

The plan for reorganization of the NAB's basic structure by setting up state and regional groups advanced at the last two conventions by Fred J. Hart, president of KGMB, Honolulu, also is expected to be raised. The state and regional committee project of Mr. Elmer is a variation of that plan.

How long the special convention will run is problematical. Speedy action on the musicians' matter is necessary, since the AFM has scheduled its new strike deadline of Oct. 15—three days after the meeting begins. NAB officials are hopeful of reaching agreement on the essential points within two days.

Chamber Contends Radio Is Outside State Control

THAT radio is necessarily a subject for federal rather than state regulation, but that regulation should not invade private management, is asserted in a report on *Policies Advocated by the Chamber of Commerce of the United States* made public in September. The report declares that radio regulation "should be based upon the principle that the interest of the listening public is the paramount consideration in radio broadcasting."

"No regulation," it continues, "should attempt to force upon the public undesired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material."

WBBM Aids Ad Clinic

WBBM, Chicago, is cooperating with 17 other Chicago business firms in Northwestern University's "Interneships in Advertising Plan" directed by Prof. Lloyd D. Herrold of the school's College of Commerce. WBBM is the only station participating in the plan, sponsored by the Chicago Federated Advertising Clubs. Eighteen graduates of universities throughout the country are studying for the degree of Master of Science in Advertising while holding junior advertising posts with large Chicago advertisers. The "interne" assigned to study radio broadcasting at WBBM is John Alden, a Carleton college graduate, who has joined the WBBM continuity staff. In addition to directing the activities of the one graduate student assigned to radio, WBBM executives will deliver "guest" lectures on radio broadcasting before advertising groups at McClinlock Campus and at Evanston.

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dramatized 5-minute transcriptions (or scripts) of selected syndicated stories by Kornfeld, on the Petroleum Industry.

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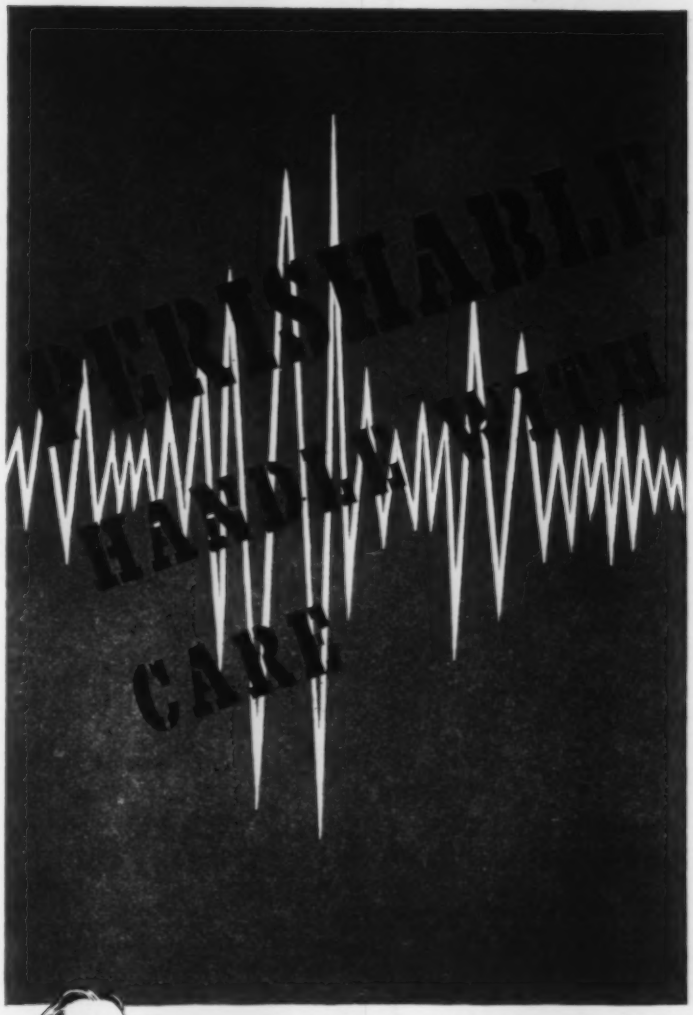
Oil Features Syndicate

415 Brown Bldg., Wichita, Kansas.



TELEPHONE ENGINEERS learned early in the life of chain broadcasts that sound is very touchy. For instance: The telephone circuits that faithfully reproduced human speech were inadequate for symphonies and song.

An elaborate system has been put into service *just* to transmit radio programs. Special wires are included in telephone cables to carry the extremely high and low sound frequencies of broadcasting.

Special switching panels enable skilled telephone men to route and reroute programs—dovetail the facilities of the telephone companies with the needs of radio.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), Oct. 5 starts unnamed dramatic show on the CBS network, Tues., 8-8:30 p. m. Agency: Ruthrauff & Ryan Inc., New York.

CHEVROLET MOTOR Co., Detroit, on Sept. 26 started *Romantic Rhythm* on 101 CBS stations, Sun., 6:30-7 p. m. Agency: Campbell Ewald Co. Inc., Detroit.

GENERAL FOODS Corp., New York (Minute Tapioca), Oct. 4 starts *Mary Margaret McBride* as news commentator, on 45 CBS stations, Mon., Wed., Fri., 12-12:15 p. m. Agency: Young & Rubicam Inc., N. Y.

FRIENDS
AND
DIVIDENDS

WSOC has earned its enviable popularity. Every listener is a friend . . . every friend a supporter . . . every supporter a nice ripe prospect for your product. You can depend on WSOC's friends to pay YOU dividends! Let's get together.

WSOC Charlotte, N.C. an NBC Affiliate

LEHN & FINK PRODUCTS Co., New York (Tussy cosmetics), on Sept. 27 started for 13 weeks, dramatic and musical show, on 2 CBS Pacific stations (KNX-KSFO), Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Wm. Esty & Co. Inc., N. Y.

RAYMOND'S Inc., St. Paul (permanent wave & cosmetics), on Oct. 17 starts for 13 weeks *Lloyd Pantages Covers Hollywood* on 26 CBS stations, Sun., 2:30-2:45 p. m. (EST), repeat 8 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

GENERAL FOODS Corp., New York (Jell-O), on Oct. 3 renews *Jack Benny* for 144 weeks on 86 NBC-Red stations, Sun., 7-7:30 p. m., repeat 11:30 p. m. Agency: Young & Rubicam Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Nov. 4 replaces *Maxwell House Show Boat* with a new series featuring M-G-M stars, on 51 NBC-Red stations, Thurs., 9-10 p. m. Agency: Benton & Bowles Inc., N. Y.

GENERAL MILLS Inc., San Francisco (flour) on Sept. 27 started five-weekly transcribed feature *Jack Armstrong, the All American Boy*, Mon. thru Fri., 6-6:15 p. m. (PST) over 11 stations of the Mutual-Don Lee stations. Agency: Westco Adv. Agency, San Francisco.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for bakers), on Sept. 27 started *Getting the Most Out of Life*, on 15 Yankee Network stations, Mon. thru Fri., 12-12:15 p. m. Agency: J. Walter Thompson Co., N. Y.

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline and motor oil), on Sept. 24 started *Football Forecasts* by Jack Barry on 14 Quaker State Network stations, Fri., 7-7:15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

WANDER Co., Chicago (Ovaltine), on Sept. 27 started *Little Orphan Annie*, on 23 NBC-Red stations, Mon. thru Fri. 5:45-6 p. m. (EST), repeat 6:45 p. m. (EST). Agency: Blackett-Sample-Hummert Inc., Chicago.

GENERAL FOODS Corp., New York (Log Cabin Syrup) on Oct. 9 starts *Log Cabin Show* with Jack Haley and Ted Fio Rito's orchestra on 55 NBC-Red stations, Sat., 8:30-9 p. m. (repeat 12:30 a. m.). Agency: Benton & Bowles Inc., N. Y.

BONEY'S Inc., Chicago (Dari-Rich chocolate drink), on Nov. 1 starts *Terry & the Pirates* on 16 NBC-Red network stations, Mon., Tues., Wed., 5:15-5:30 p. m., replacing *While the City Sleeps*, shifted to New York, repeat 6:15 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Bakers), on Oct. 3 starts *Baker's Broadcast* on 61 NBC-Blue stations, Sun., 7:30-8 p. m., replacing *Werner Janssen*. Agency: J. Walter Thompson Co., N. Y.

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline and motor oil), on Sept. 24 started *Football Forecasts* by Jack Ingersoll on 5 CBS stations in New England, Fri., 6:16-6:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (grapefruit, oranges, and tangerines) on Oct. 19 starts *How to Get the Most Out of Life*, with Emily Post, on 32 CBS stations, Tues. and Thurs., 10:30-10:45 a. m. Agency: Ruthrauff & Ryan Inc., N. Y.

SKELLY OIL Co., Kansas City (gas and oil), on Oct. 11 starts *Skelly Court of Missing Heirs* on 20 Midwest and Mountain CBS stations, Mon., 7-7:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

BEAUMONT LABORATORIES, St. Louis (4-Way cold tablets), on Oct. 4 starts for 26 weeks *Four Stars Tonight* on 4 WLW Line stations (WLW, WHN, WFIL, KQV), Mon. and Fri., 7:15-7:30 p. m. Agency: H. W. Kastor & Sons Adv. Agency Inc., Chicago.

WASEY PRODUCTS Inc., New York, N. Y. (Barbasol), on Oct. 29 starts for 26 weeks program on WLW Line (WLW, WHN and others as yet unannounced), Fri., 7:45-8 p. m. Agency: Erwin, Wasey & Co. Inc., Chicago.

MENNEN Co., New York (Brushless Shave Cream), started Sept. 22 *Famous Jury Trials* for 52 weeks on 3 WLW Line stations (WLW, WFIL, KWK), Wed. 9-9:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

MENNEN Co., New York (Brushless Shave Cream), started Sept. 27 *Famous Jury Trials* for 52 weeks on 2 MBS stations (WGN, WOR), Mon., 10-10:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Oct. 17 starts *Rising Musical Stars* on 40 NBC-Red network stations, Sun., 10-10:30 p. m. Agency: McKee, Albright & Ivey Inc., N. Y.

MENNEN Co., Newark (cosmetics), on Sept. 28 started for 52 weeks, *Transradio News*, on 6 Don Lee stations (KHJ, KFRC, KGB, KDB, KDON, KXO), Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y.

Renewal Accounts

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Oct. 1 renews *Music From Hollywood* with Alice Faye and Hal Kemp on 95 CBS stations, Fri., 8:30-9 p. m. (rebroadcast 11:30-midnight). Agency: Newell-Emmett Co., N. Y.

BATHASWEET Corp., New York (bath salts), on Sept. 20 renewed for 52 weeks *News With Knox Manning*, on 7 Don Lee stations (KHJ, KFRC, KGB, KDB, KDON, KXO, KGDM), Mon., Wed., Fri., 7:45-8 a. m. (PST). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on Nov. 15 renews *Uncle Ezra* for 52 weeks on 49 NBC-Red stations, Mon., Wed., Fri., 7:15-7:30 p. m. (repeat 11:15 p. m.). Agency: Wade Adv. Agency, Chicago.

GENERAL ELECTRIC Co., New York, Oct. 11 renews for 13 weeks *Hour of Charm* on 55 NBC-Red network stations, Mon., 9:30-10 p. m. Agency: Maxon Inc., N. Y.

GENERAL FOODS Corp., New York (Huskies), on Oct. 9 shifts *Believe It or Not* from 48 NBC-Blue stations, Fri., 9-9:30 p. m., to 58 NBC-Red stations (repeat midnight-12:30 a. m.). Agency: Benton & Bowles Inc., N. Y.

VARADY OF VIENNA Inc., Cleveland (cosmetics) on Sept. 26 renewed *Ted Weems* on 9 MBS stations, Sun. 1:30-2 p. m. Agency: Baggaley, Horton & Hoyt, Chicago.

F. W. FITCH Co., Des Moines, Ia., (shampoo), on Sept. 5 renewed *Sunset Dreams* on 31 NBC-Red stations Sun., 7:45-8 p. m., repeat 11 p. m. On Sept. 26 program was replaced by *Interesting Neighbors*, with Jerry Belcher. Agency: L. W. Ramsey Co., Davenport, Ia.

RIO GRANDE OIL Corp., Los Angeles (petroleum products), on Sept. 28 renewed for 52 weeks *Calling All Cars*, on 2 CBS Pacific stations (KNX, KSFO), Wed., 9-9:30 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles, on Oct. 17 renews *Gus Edwards' School Days of the Air* for 13 weeks on 6 CBS Pac. stations, Sun., 7:30-8 p. m. (PST). Agency: Barnes Chase Co., Los Angeles.

KELLOGG Co., Battle Creek, Mich. (cereals), on Oct. 11 renews *Girl Alone* on 8 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Network Changes

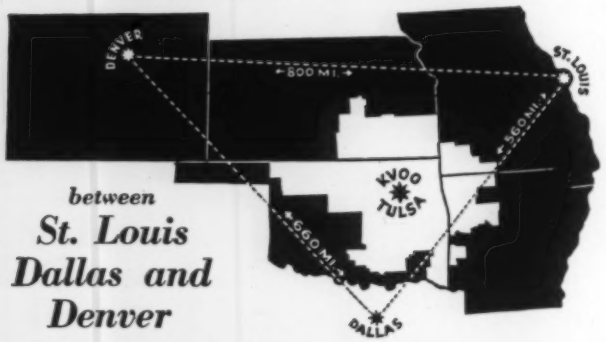
GENERAL FOODS Corp., New York, adds seven stations to Kate Smith (Swansdown, Calumet), on CBS, WEOA, KDAL, WKBH, CKAC, WBT, WDBJ, WRVA. Young & Rubicam Inc., New York, is agency.

GEORGE A. BELSEY, Co., Los Angeles (General Electric products), on Sept. 17 added KFRC, KFXM, KDON, KVOE, KXO to Don Lee California stations carrying *David Brockman Presents*, Fri. 7-7:30 p. m.

GENERAL FOODS Corp., New York (Sanka coffee), adds eight stations to list of 41 CBS outlets scheduled to carry *We, the People*, starting Oct. 7 at 7:30-8 p. m.

BENEFICIAL MANAGEMENT Corp., Newark (financial), on Oct. 2 shifts *Your Unseen Friend* on 11 CBS stations from Tues., 10-10:30 p. m., to Sat., 8-8:30 p. m. Agency: Albert Frank-Guenther Law, N. Y.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

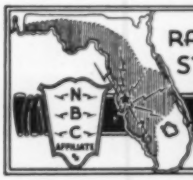
Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA



RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT

WMCA's Participating

TO CONTINUE its *Grandstand & Bandstand* programs, which have been broadcast from 2:30 to 5:30 every afternoon during the baseball season under the sponsorship of General Mills Inc., WMCA, New York, has renamed the program *Six Star Revue* and is making it available for sponsorship by six non-competing advertisers. In its new setup, which will begin following the end of General Mills' contract on Oct. 12, the program will continue to feature Don Kerr and Joe Tobin as masters of ceremony, Bob Carter on racing results, Garnett Marks on news, Joe O'Brien on sports, Powell Clark on Hollywood news, Lee Grant's 13-piece orchestra and the same soloists as during the summer. The only change will be the necessary omission of baseball scores and the curtailment of the Sunday broadcast to an hour and a half, to give time for the previously scheduled Father Coughlin series to start Oct. 31. WMCA also announced that General Mills will continue as one of the participating sponsors.

Signs 1938 Baseball

JOHN R. THOMPSON Co., Chicago (restaurant chain), will sponsor full-hour reenactment of the Chicago Cubs and White Sox ball games every evening for the entire 1938 baseball season over WJJD, Chicago. The Cubs sponsored reenactment of their own games the past season. Baggaley, Horton & Hoyt Inc., Chicago, is the John R. Thompson agency. The WJJD contract marks the second baseball pact on Chicago stations for 1938. General Mills Inc. and Socony Vacuum Oil Co. will complete their two year contract with WBBM next year for sponsorship of the Cubs and Sox games over WBBM.

FTC Stipulations

ADVERTISERS signing recent stipulations with the Federal Trade Commission to cease making certain claims for their products are: Duart Mfg. Co., San Francisco (cosmetics); Affiliated Products Inc., Chicago (cosmetics); Rap-I-Dol Distrib. Corp., New York (shampoo); Bristol-Myers Co., New York (Minit-Rub); Knox Co., Los Angeles (Cystex).

FTC Music Conference

THE Federal Trade Commission will supervise a trade practice conference of the music publishing industry, to be held Oct. 4 at the FTC offices in Washington. Industry members will be given a chance to consider rules designed to prevent unfair competition, subject to FTC approval. Commercial bribery and song plugging are two of the practices to be considered.

UNDERWOOD-ELLIOTT-FISHER Co., New York (office equipment), used spot announcements for two weeks, starting Sept. 17, on KOY, KHJ, KFRC, WNLC, WFLA, WBBL, WGST, WCOC, WCOA, WAAW, KSTP, WGBI, KOL, KOMO, KXA, KFIO, WMBH, and the entire Don Lee Network. The business was placed direct.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 27 started a five day a week 15-minute morning program on CFCF, Montreal, featuring the *Gospel Singer*. Compton Advertising, Inc., New York, handles the account.

SPONSORED INAUGURAL—Here is Gen. Hugh S. Johnson, erstwhile custodian of the NRA Blue Eagle, and one of the best phrase-turners in the business, in his inaugural NBC-Blue broadcast Sept. 27 for Grove Laboratories Inc., St. Louis (Bromo-Quinine). On left is John de J. Almonte, assistant to NBC President Lohr, and on right Frank E. Mason, NBC vice-president in charge of station relations.

Late News and Personal Notes

WILLIAM S. PALEY, CBS president, and Mrs. Paley were scheduled to return Sept. 30 from Europe on the French liner *Normandie*.

ROBERT E. BARRINGER, well known to Pacific Coast listeners as the "Arkansas Minstrel", joined KINY, Juneau, Alaska, in September as program director. Wilson K. Foster, KINY sports announcer, arrived with his bride from Seattle Sept. 26 after spending three weeks in the states.

STEPHEN WELLS, former free lance news and publicity man, has joined the staff of WTCN, Minneapolis, as director of publicity and special events. Wells has worked on papers in Canada and the West Coast and has been active in publicity and public relations work in the Twin Cities.

RUSS LAMB, formerly of WBAP, Fort Worth, is the latest addition to the announcing staff of WTCN, Minneapolis. Laurent Dupont, WTCN announcer, in latter September was married to Mary Fredericks, Minneapolis girl.

JOSEPH HERSHEY McGILLVRA on Sept. 20 opened a San Francisco office in the Russ Bldg., with Harlan Oakes in charge. Mr. Oakes, who had been in the firm's Chicago office for a year, was succeeded Sept. 8 by George Roesler, formerly of Roesler-Howard Inc.

AL SPAN, CBS engineer, has been sent to Hollywood to work on Phil Baker's series for Gulf Oil Co., which starts Oct. 3. Mr. Span has improved the apparatus required for sound effects on the program, especially the ghostly voice of "Beetle", which necessitates an entire miniature broadcasting system and a special loudspeaker.

J. OLIN TICE, Jr., formerly of WFBC, Greenville, and WAIM, Anderson, S. C., has joined the announcing staff of WIS, Columbia, S. C.

CHARLES FLESHER, formerly an NBC San Francisco producer, has joined the Hollywood production staff of Young & Rubicam Inc., He will assist Joe Stauffer on the Phil Baker show (Gulf Oil Corp.), for a few weeks and then take over entire production of the series.

WELI, New Haven, Conn., has named Furgason & Aston, Inc. as its national representatives.

RUTHRAUFF & RYAN Inc., Chicago added Ward H. Webb to its Radio Sales department, Ros Metzger, radio director, announced Sept. 27. Mr. Webb will devote his time exclusively to the sale of radio time. He was formerly account executive with the Russel C. Comer Co., Kansas City.

KIRTLEY BASKETTE, magazine writer, has been signed by J. Walter Thompson Co., Hollywood, to write script for NBC *Seein' Stars*, sponsored by Standard Brands.

SADA COWAN, veteran Hollywood screenwriter, has been signed through J. Walter Thompson Co., that city, to prepare script for the CBS *Lux Radio Theatre* series (Lever Bros.).

KMPC, The Station of the Stars Inc., is the new corporate name of the Beverly Hills outlet recently purchased by G. A. Richards, principal owner of WJR, Detroit, and WGAR, Cleveland. The FCC Broadcast Division Sept. 28 authorized a change in name from Beverly Hills Broadcasting Corp.

HAL HUDSON, formerly with the Los Angeles office of Neisser-Meyerhoff Inc., where he was writing copy for the Wrigley Co.'s *Scattergood Baines* show, has been transferred to the agency's Chicago office.

WORLD WIDE RADIO PRODUCTION Corp., new program and production concern, has been organized in Los Angeles with Lieut. William L. Biber as president. Offices have been established at 1105 Stock Exchange Bldg., and will later be moved to Hollywood.

GEORGE BESSE, head of the Chicago office of Joseph Hershey McGillvra, was taken to the hospital Sept. 27, for observation. He was injured in an auto accident last summer but came out apparently unscathed. Three weeks ago he was wracked with severe pains and was forced to remain at home until Sept. 27 when the doctor ordered him to the hospital.

Benny's Long Contract

GENERAL FOODS Corp., New York, for Jell-O, has renewed *Jack Benny* for 144 weeks, through June 30, 1940, on the NBC-Red network. Young & Rubicam Inc., New York, is agency.

ATTORNEY HEARING DEFERRED BY FCC

POSTPONEMENT until Oct. 19 of the hearing on charges of improprieties in practice before it by Paul M. Segal and George S. Smith, Washington radio attorneys, was authorized by the FCC Sept. 27. The postponement was from Oct. 5, and was on motion of the attorneys.

Additional issues in the proceedings were raised on Sept. 16 when the FCC, on motion of its special counsel, Samuel H. Kaufman of New York, enlarged the charges to encompass three other applications for facilities. Following this action, Messrs. Segal and Smith secured the postponement, so as to have the additional witnesses present.

It is understood that the additional issues were the subject of discussion between the FCC special counsel and Mr. Segal when the latter appeared before Mr. Kaufman several weeks ago in an informal proceeding. The broadened issues involve applications filed in behalf of Commercial Broadcasters Inc. for a new station in Moorhead, Minn.; of Great Western Broadcasting Association Inc., for new stations in Provo and Logan, Utah, and of Geraldine Alberghane, for a new station in Pawtucket, R. I.

Columbia Artists Adds Writers and Producers

COLUMBIA ARTISTS Inc., New York subsidiary of CBS, announces the extension of its managerial activities to include the contracting of talent qualified to write, produce and direct programs. Prior to this change, Columbia Artists had confined its activities to performers and announcers. In announcing the shift, Lawrence W. Lowman, CBS vice-president in charge of operations, said that director-management contracts have been signed with Brewster Morgan, Irving Reis, Earl McGill, William Robson and Nila Mack.

Mr. Morgan recently directed the CBS Shakespearian series and has had extensive training at the Oxford Theatre in England. Mr. Reis was the author of the playlets on the CBS *Columbia Workshop* series and was formerly a studio engineer. Mr. McGill and Mr. Robson studied drama at Yale and have had considerable experience on the legitimate stage. Miss Mack has been director of the CBS children's series.

Rit on 10 Stations

RIT PRODUCTS Corp. Chicago (Rit Dyes), started one-minute transcriptions on 10 stations Sept. 14. Announcements are broadcast Tuesday thru Friday about noon. RCA Mfg.. Co., Inc., Chicago, made the transcriptions. Earle Ludgin Inc., Chicago, is the agency. Stations are WSM, WSB, WBT, WAPI, WMC, WWL, KWKH, WFAA-WBAP, WOAI and KPRC.

SEMINOLE FLAVOR Co., Chattanooga (Double Cola), has started a quarter-hour sports series thrice weekly on KECA, Los Angeles, with the possibility that other stations in the South may be used this winter. McJunkin Adv. Co., Chicago, is the agency.

XUM

BOY—WILL WE BE BUSY NOW!

Postal Telegraph
THE INTERNATIONAL SYSTEM
NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE OFFERS AMAZING ECONOMIES TO BUSINESS...SAVINGS FROM 20% ALL THE WAY UP TO AND BEYOND 75%

● Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Make it part of your daily correspondence routine.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points. Messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents . . . two cents a word!

Call Postal Telegraph now and ask for further information concerning this new service and the staggering economies it offers.

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

NO POSTAL TELEGRAM EVER HIT THE WASTE BASKET WITHOUT BEING READ!

KILOCYCLE COLLECTORS—Of KMBC, Kansas City, got together Sept. 18 when Wilbur Cramer, engineer, left the organization. It was a stag in his honor in the attractive apartment of the KMBC transmitter house. Opening a can of malt juice is James Gardner, as Kenneth Krahl, studio director, reaches for another, as Ray Moler, heavyweight technical supervisor, looks on. Arrayed around the room, left to right, are Earl Reynolds, Gardner, Frank Mandancina, Roy Barron, the honor guest, Allen Jacobs and Woody Smith.

Equipment

TWO new audio frequency amplifiers, 94 C and 94 D, have been introduced by Western Electric Co. for use in operating monitor loudspeakers. They are designed for all general purposes where a gain of approximately 45 db (on a 600 ohm input circuit) is sufficient, except in the lowest level circuits. They also provide amplification suitable for line use where good performance at low cost is desired but where the grade of service does not require the use of equipment especially designed for line amplification.

WCOA, Pensacola, Fla., is installing new equipment including a Blaw-Knox shunt-excited radiator, a WE program amplifier and WE speech input console. The station expects to be ready for broadcasting with 1,000 watts by Nov. 1.

KOOS, Marshfield, Ore., on Sept. 19 dedicated its new Hoke vertical radiator, which is located atop the Hall Bldg. and stands 250 feet above the ground—the tallest structure, according to Managing Director Walter L. Read, in Oregon outside of Portland.

USING a Western Electric transmitter and speech input equipment and a 179-foot Blaw-Knox radiator, the new KVOX, Moorhead, Minn., 100 watts on 1310 kc., is now under construction and will be on the air either Oct. 15 or Nov. 1, according to R. K. Herbst, head of the Herbst Department Store, holder of the CP.

CJRC, Winnipeg, has installed and on Sept. 29 put into operation a new Northern Electric 1,000-watt transmitter with a coaxial transmission line to a new Blaw-Knox radiator. A new line of speech input equipment and a program expander, also of Northern Electric make, have been added.

KGDM, Stockton, Cal., is modernizing with new Western Electric equipment, according to A. H. Green, station manager.

AN INCREASE in day power from 100 watts to 250 watts on 1370 kc. was authorized WGL, Fort Wayne, Ind., by the FCC Broadcast Division on Sept. 21. The station will continue operation at night with 100 watts.

J. M. McKIBBIN Jr., employed by Westinghouse Electric & Mfg. Co. since 1922, has been appointed apparatus advertising and sales promotion manager of the company.

PROTECTION GIVEN 455 KC. BY FCC

AS ANOTHER step in its effort to give the public best possible reception, the FCC on Sept. 22 approved an understanding whereby present assignments of coastal, ship and government stations in the band 450 to 460 kc. will be retained in the status quo. Interference resulting to listeners using superheterodyne sets in the vicinity of coastal operations in this band prompted the action following discussions by the FCC engineers and representatives of the Interdepartmental Radio Advisory Committee of the government and of radio set manufacturers.

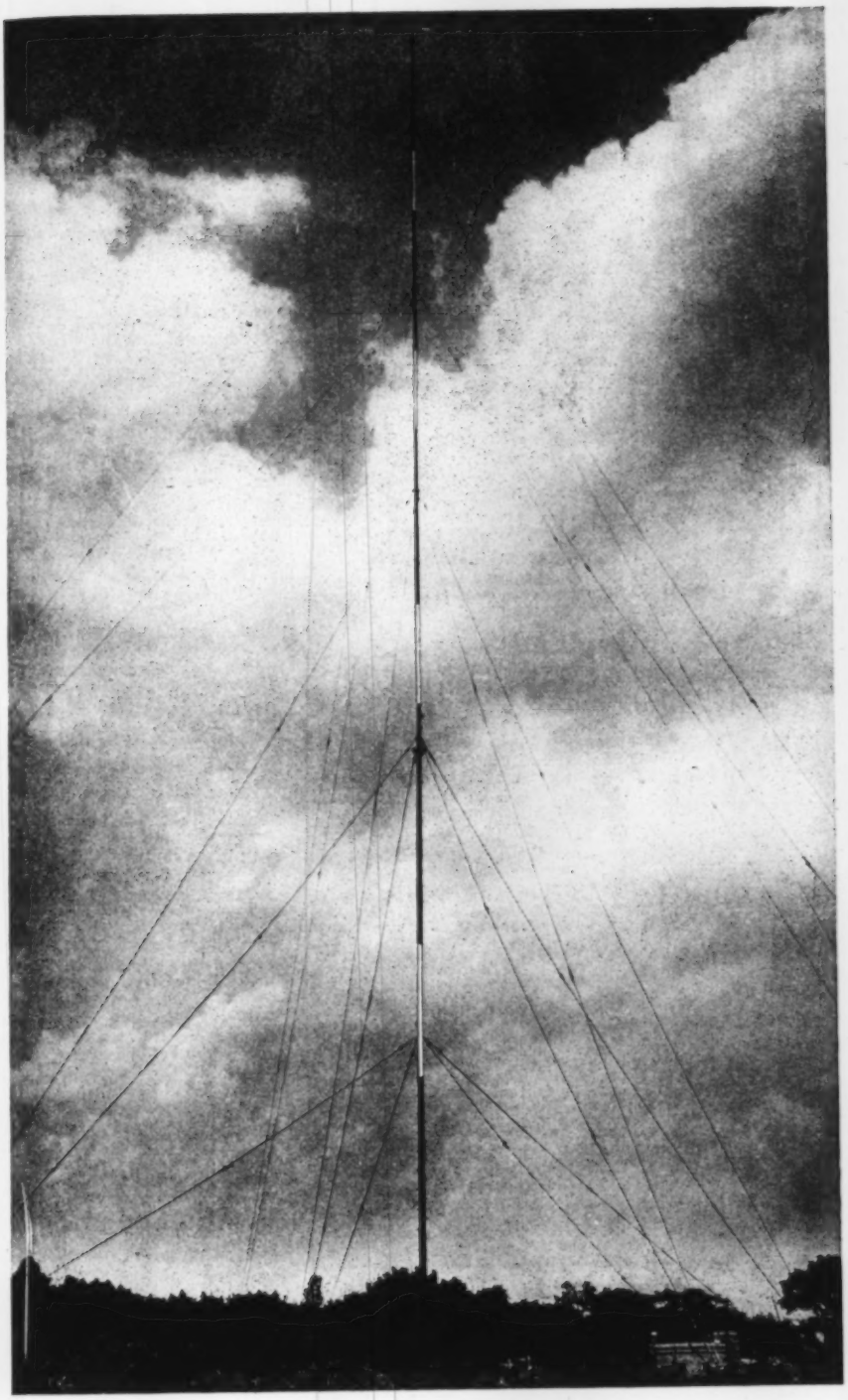
By agreeing to protect the intermediate frequency of 455 kc. in that manner, it will be possible for broadcast set manufacturers to control sales of their sets so that those by-passing this intermediate frequency will not be sold in areas close to coastal and government stations. The nature of the interference on superheterodyne sets has been that of picking up the powerful code signals.

In a letter to the Radio Manufacturers Association on the subject, the FCC said it would endeavor not to authorize any new frequency assignments in the band 450-460 kc.; that no change in existing assignments in this band will be made by the Commission, and that in case a change of policy is necessitated at a later date, the Commission will notify the RMA of any contemplated action.

KHBG, Okmulgee, Ready

WITH T. W. Putman as manager but with its staff still incompleted, the new KHBG, Okmulgee, Okla., 100 watts daytime on 1210 kc. authorized last June by the FCC, expects to go on the air the first week in October, according to L. M. Sepaugh, part owner, who is also identified with the ownership of KRRV, Sherman, Tex.; KVOL, Lafayette, La., and KPLC, Lake Charles, La. Station has been equipped with an RCA transmitter, Western Electric speech input and a 204-foot Blaw-Knox radiator.

CKCH, Hull, Quebec, Canadian bilingual station, has installed a Blaw-Knox radiator.



WRTD · RICHMOND, VA.

328 FEET HIGH

COPPER BEARING SEAMLESS TUBULAR STEEL VERTICAL RADIATOR

FURNISHED
ERECTED
PAINTED
LIGHTED
FOUNDATIONS
CLIMBING STEPS
5 YEAR INSURANCE

COST COMPLETE

$5700.00

Radiators of other heights proportionately low in cost.

FOR OPTIMUM PERFORMANCE AT LOWERED COSTS, LET US QUOTE YOU ON FURNISHING & ERECTING LINGO TUBULAR STEEL VERTICAL RADIATORS, INDIVIDUALLY ENGINEERED FOR YOUR STATION AND FULLY INSURED FOR 5 YEARS.

JOHN E. LINGO & SON, INC.

ESTABLISHED 1897
CAMDEN, NEW JERSEY

XUM

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
SEPTEMBER 15 TO SEPTEMBER 29, INCLUSIVE

Decisions . . .

SEPTEMBER 21

APPLICATIONS GRANTED:

KTFI, Twin Falls, Id.—CP move locally, new antenna.

WCBD, Chicago—License for CP.

WAYX, Waycross, Ga.—License for CP; mod. CP increase D to 250 w.

WMBF, Miami—License aux. trans.

KRLD, Dallas—License for CP.

WJAR, Providence—License for CP.

WBHP, Huntsville, Ala. — License for mod. CP.

WMC, Memphis—License aux. trans.

WDBJ, Roanoke, Va.—Same.

SET FOR HEARING — WACO, Waco, Tex., CP increase D to 250 w; WFIL, Philadelphia, CP increase D to 5 kw directional; WFBR, Baltimore, CP move trans., directional antenna, increase to 1 kw 5 kw D; NEW, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, CP amended re freq.

SPECIAL AUTHORIZATION — WFIL, Philadelphia, ext. 1 kw N.

APPLICATIONS DENIED—WESG, Elmira, N. Y., temp. auth. Simul.-WWL; WELI, New Haven, temp. auth. unl. 10-10-37; Walter Biddick Co., auth. supply transcrip. to XEMO.

APPLICATIONS DISMISSED — NEW, Decatur Newspapers Inc., Decatur, Ill., CP 1550 kc 1 kw unl.; NEW, Athens Times Inc., Athens, Ga., CP 1210 kc 100 w unl.; NEW, Port Angeles Brdcstgrs., Port Angeles, Wash., CP 1500 kc 100 w unl.; NEW, Walker & Chapin, Oshkosh, Wis., CP 1010 kc 250 w unl.

ACTION ON EXAMINERS' REPORTS: WPEN, Philadelphia, granted mod. license from Sh.-WRAX to unl., directional (facilities WRAX), auth. transfer control from Clarence H. Taubel to John Iraci, mod. license 250 w 500 w D to 1 kw; WRAX, Philadelphia, granted auth. transfer control Clarence H. Taubel to John Iraci and mod. license same as WPEN, both sustaining Ex. Berry in part; WGL, Fort Wayne, Ind., granted CP increase D to 250 w, unl., sustaining Ex. Berry.

MISCELLANEOUS — KWBG, Hutchinson, Kan., granted pet. intervene applic. John P. Harris; KROW, Oakland, granted pet. intervene applic. Larry Rhine; NEW, James T. Hurley, Salisbury, N. C., granted pet. intervene applic. Earl Vance Hedrick; KJBS, San Francisco, granted pet. intervene applic. Larry Rhine; NEW, Times Ptg. Co., Chattanooga, granted pet. intervene applic. Voice of Detroit Inc.; NEW, Lawrence K. Miller, Pittsfield, Mass., denied pet. amend applic. CP, now set for further hearing 9-23-37; NEW, Y. W. Scarborough & J. W. Orvin, Charleston, S. C., denied pet. amend applic.; WCLS, Joliet, Ill., granted pet. withdraw applic. mod. license without prej.; NEW, Natl. Life & Acc. Inc. Co., Nashville, granted continuance hearing.

RATIFICATIONS—KPRC, Houston, ext. temp. auth. 5 kw N; WAVE, Indianapolis, granted pet. intervene applic. WPHR.

SEPTEMBER 22

ACTION ON PETITIONS—Pittsburgh Radio Supply House, Head of Lakes Brdcstg. Corp., Intermountain Brdcstg. Corp., dismissed petition for rehearing and applicant's (WTAR) statement in opposition involving CP 1290 kc 250 w unl., since parties have filed notice of appeal in court; NEW, Hildreth & Rogers Co., Lawrence, Mass., dismissed pet. extension effective date applic. Merrimac Brdcstg. Co. for satellite station; NEW, Michael F. Murray, St. Cloud, Minn., denied pet. rehearing and ext. effective date applic. Times Pub. Co. and Michael F. Murray; KWBG, Hutchinson, Kan., denied further hearing applic. CP directional antenna, change 1420 to 550 kc, increase power, and dismissed demurrer thereto of Pulitzer Pub. Co.

RATIFICATIONS — Approved corrected order in Brooklyn cases; denied Continental Radio Co. postponement date order of 7-6-37 granting applic. Community Brdcstg. Co. and denying Continental applic. retired to files pet. Lawrence K. Miller asking rehearing applic. Harold Thomas for CP at Pittsfield since notice of appeal to court has been filed; adopted and published statement of facts and grounds for decision in Brooklyn Cases, WBBC and others.

SEPTEMBER 28

APPLICATIONS GRANTED:

WGAR, Cleveland—CP change equip.

KELA, Centralia, Wash.—Mod. CP re trans., equip., radiator.

KMPC, Beverly Hills, Cal.—Mod. license to KMPC The Station of the Stars Inc.

KTFI, Twin Falls, Id.—Ext. spec. auth. 1 kw N.

KGKY, Scottsbluff, Neb.—Auth. transfer control to L. L. Hilliard, renewal, license.

WHO, Davenport, Ia.—Exp. auth. facsimile signals.

WWSW, Pittsburgh — Ext. license 30 days.

WISN, Milwaukee—License for CP.

WJRD, Tuscaloosa, Ala.—License for CP.

KMAC, San Antonio—Ext. license 1 mo.

KFDQ, Anchorage, Alaska—Ext. license 2 mo.

WBRC, Birmingham—Ext. license 1 mo.

SET FOR HEARING—CP amended to 1150 kc 1 kw D; WMBG, Richmond, Va., CP amended to 1 kw directional; WQDM, St. Albans, Vt., exp. auth. increase D to unl.; WMIN, St. Paul, assign. license to WMIN Brdcstg. Co.; NEW, Roberts-McNab Co., Livingston, Mont., CP 1210 kc 100 w 250 w D; NEW, DuMont Labs., Upper Montclair, N. J., CP television station; WRTD, Richmond, Va., CP change 1500 to 1050 kc, 100 to 500 w unl.; WKBZ, Muskegon, Mich., col. assign. to Ashbacker Radio Corp.; NEW, W. H. Kindig, Hollywood, CP 710 kc 500 w ltd. asks facilities KMPC; KMPC, Beverly Hills, renewal license.

ORAL ARGUMENT — Ann Arbor Brdcstg. Co., Ann Arbor, Mich.; Summit Radio Corp., Akron; Geo. W. Taylor Co., Williamson, W. Va.

ACTION ON EXAMINERS' REPORTS:

WNBC, New Britain, Conn.—Granted CP directional, change 250 w to 1 kw D 250 w N, D to unl., sustaining Dalberg.

NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia.—Denied CP 1310 kc 100 w unl., sustaining Hill.

WLB, Minneapolis—Granted CP change 1250 to 760 kc, increase D to 5 kw, change spec. to Sh.-WCAL, sustaining Seward.

WTCN, Minneapolis—Granted mod. license spec. to unl., sustaining Seward.

WCAL, Northfield, Minn.—Granted CP change equip., change 1250 to 760 kc, increase D to 5 kw, change spec. to Sh.-WLB, sustaining Seward.

APPLICATIONS DISMISSED — NEW, Honolulu Brdcstg. Co., Honolulu, 1010 kc 250 w unl.; KGMB, Honolulu, 580 kc 1 kw unl.

RATIFICATIONS—WCAX, Burlington, Vt., granted temp. auth. spec. hours; Sentinel Brdcstg. Corp. granted pet. intervene Colonial Brdcstg. Co., Morristown, N. J.; KLX, granted pet. intervene applic. Larry Rhine, San Francisco; KTBS, Shreveport, granted waiver Rule 103.8, accept amendment CP without prej. hearing cancelled; First Baptist Church, Pontiac, Mich., granted pet. and accepted appearance applic. transmit programs to CKLW, Windsor; W. H. Hartman Co. granted Continuance applic. new station at Waterloo, Ia., hearing postponed to 11-29-37; Seaboard Brdcstg. Corp. granted continuance hearing applic. new station Savannah to 10-26-37; Earl Weir, St. Petersburg, denied pet. withdraw without prej. applic. CP; Havens & Martin, Richmond, denied pet. withdraw without prej. applic. new station at Petersburg, Va.

MISCELLANEOUS — WDOD, WAPO, granted pet. intervene Times Printing Co.; KGGC, granted pet. intervene Larry Rhine; CKLW, granted pt. intervene First Baptist Church, Pontiac; WIBA, granted pet. intervene Four Lakes Brdcstg. Co.; WAPO, granted pet. intervene WWPC Inc.; KIT, granted pet. intervene Shirley D. Parker; WAPO, granted pet. intervene Voice of Detroit Inc.; WTCN, WDGY, granted pet. intervene KSTP; Food Term. Brdcstg. Co., granted pet. intervene WGAR; WSIX, granted pet. intervene Natl. Life & Acc. Ins. Co.; Broadcasters Inc., 30-day continuance applic. CP Gastonia, N. C.; Summit Radio Corp., Akron, denied motion strike exceptions of American-Republican Inc. to Ex. Rep. I-476; Santo Settile, Charleston, N. C., granted postponement 60 days; Wichita Brdcstg. Co. denied extension time oral argument; Rapids Brdcstg. Co. denied reopening Docket 3922; KVSO, applic. held in suspension file; Auburn Pub. Co., applic. held in suspension file pending action on WMBO applic.

Examiners' Reports . . .

WKOK, Sunbury, Pa.—Examiner Bramhall recommended (I-496) that applic. change spec. to unl. be dismissed with prejudice.

Applications . . .

SEPTEMBER 16

WOOD, Grand Rapids, Mich.—CP new trans., change 1270 to 1010 kc, 500 to 250 w, Sh.-WASH to unl., more trans.

WJNO, West Palm Beach, Fla.—CP new trans., increase 100 w 250 w D to 1 kw, change 1200 to 1330 kc.

SEPTEMBER 17

WPRA, Mayaguez, P. R.—CP change 1370 to 630 kc, increase 100 w 250 w D to 250 w, spec. to unl.

KPAC, Port Arthur, Tex.—CP change trans., directional N, change 1260 to 1230 kc, increase 500 w to 1 kw, change D to unl.

WAPO, Chattanooga — CP new trans., directional N, change 1420 to 1120 kc, increase 100 w 250 w D to 500 w 1 kw D.

NEW, Clinton Brdcstg. Corp., Clinton, Ia.—CP 1310 kc 100 w 250 w D unl.

SEPTEMBER 21

WOKO, Albany — License for CP aux. trans.

WSAL, Salisbury, Md.—Mod. CP re antenna, trans., studio.

KTBS, Shreveport, La.—CP change 1450 to 620 kc, directional D & N, amended re antenna, trans.

KGFW, Kearney, Neb.—CP new trans., vert. antenna, increase D to 250 w.

KGEZ, Kalispell, Mont.—License for CP new antenna, move trans.

NEW, Mollin Investment Co., Huntington Park, Cal.—CP 1160 kc 100 w D.

SEPTEMBER 22

WAAB, Boston—Mod. license aux. trans.

WTAR, Norfolk, Va.—CP new trans., increase 1 to 5 kw.

WFOY, St. Augustine—License for CP increase power.

KSOO, Sioux Falls, S. D.—License for CP vert. antenna.

WHO, Davenport, Ia.—Exp. auth. facsimile station 1000 kc.

NEW, Evening News Press Inc., Port Angeles, Wash.—CP 1500 kc 100 w 250 w D unl.

NEW, Kenneth H. Thompson, Whittier, Cal.—CP 1170 kc 100 w ltd.

SEPTEMBER 23

WBRC, Birmingham — Invol. transfer control from Marcellus D. Smith Jr., deceased, to Eloise H. Smith, executrix.

WRGA, Rome, Ga.—License for CP change trans.

WJBY, Gadsden, Ala., License for CP change equip., etc.

WAML, Laurel, Miss.—Same.

WFLA, Tampa—Mod. license re studio.

WMBD, Peoria, Ill.—License for CP new trans., increase power.

WJBL, Decatur, Ill.—Mod. license 1200 to 1310 kc, hours to unl., asks facilities WBOW if WBOW is assigned 1290 kc; amended to omit request for change in freq., hours, and omit request WBOW facilities.

WHBF, Rock Island, Ill.—CP vert. antenna etc., amended 1210 to 1240 kc, new trans., increase 100 w D to 500 w 1 kw D, directional N.

KSRO, Santa Rosa, Cal.—License for CP as mod. new station.

SEPTEMBER 24

WHAL, Saginaw, Mich.—Mod. CP new station D to unl. 500 w.

WTAL, Tallahassee, Fla.—CP increase D to 250 w.

KELO, Sioux Falls, S. D.—License for CP as mod.

WTMJ, Milwaukee—License for CP new trans.

KFAM, St. Cloud, Minn.—Mod. CP amended re equip.

KDYL, Salt Lake City—Mod. CP increase power etc. amended re trans.

KEHE, Los Angeles—Mod. license N to 5 kw.

SEPTEMBER 28

WLAW, Lawrence, Mass.—Mod. CP re antenna, studio, trans.

NEW, Sentinel Brdcstg. Corp., Syracuse—CP 620 kc 500 w unl. directional N.

NEW, Cleveland Board of Educ., Cleveland—CP high-freq. 500 w.

WOSU, Columbus—CP vert. antenna, move trans.

NEW, Piedmont, Brdcstg. Corp., Salisburg, N. C.—CP 1500 kc 100 w D.

WCLS, Joliet, Ill.—Transfer control to L. W. Wood.

KPFA, Helena, Mont.—License for CP as mod.

KIEM, Eureka, Cal.—Auth. transfer control to William B. Smullin, Times Pub. Co., and Standard Printing Co.

NEW, Mountain Top Trans Radio Corp., Denver—CP 1370 kc 100 w 250 w D unl. (formerly Newsteter Suit Co.).

TIMER—This electric gadget warns speakers at WGY, Schenectady, of the two-minute line and the conclusion of his speaking period. It may be set for any time up to 30 minutes, a telechron motor operating a set of switches which in turn operates relays. A tone chime can be used with the "finis" warning.

New Station to Be Asked By Newport News Group

FORMATION of Colonial Broadcasting Corp., with principal offices in Newport News, Va., was announced Sept. 1 by Major Raymond B. Bottom, president of the Daily Press, Inc., which publishes the *Daily Press* and the *Times Herald* in Newport News. It is expected that the new corporation shortly will file an application for a new station in the Norfolk-Newport News area.

Charter for the new corporation was granted Sept. 14 with Major Bottom as president; H. L. Collier, Norfolk, first vice-president; C. G. Marshall, of Washington, managing editor of the *United States News*, second vice-president; W. R. VanBuren, Norfolk, treasurer, and L. T. Jester, Newport News, secretary. All of those mentioned are officers or directors of the Newport News corporation.

THE *National Farm & Home Hour* will begin its 10th year on NBC Oct. 2, on that day the program will be aired over the NBC-Blue when the 2,771st program will be broadcast.

Tests of Facsimile Permitted by FCC

WHO Gets Permission to Use Its Transmitter Late at Night

TO TEST facsimile coverage in remote areas, the FCC Broadcast Division on Sept. 28 authorized WHO, Des Moines 50,000-watt clear channel station, to use its regular transmitter for experimental facsimile transmission from 12 midnight to 6 a. m. daily on its 1000 kc. channel. The station will place 50 to 75 facsimile recorders, which function as an attachment to a regular receiving set, in homes located in both its primary and secondary service areas or possibly as far as 500 miles away.

The grant is the second to be made by the FCC during the last two months for the same purpose. WGH, Newport News, Va., was authorized to broadcast on its local frequency for purely city coverage of facsimile transmission. Both WHO and WGH stated they intended to use the Finch system of transmission and reception, patented by W. G. H. Finch, New York consulting engineer and former assistant chief engineer of the FCC.

Under its new requirements governing television grants, the FCC specifies placing of recorders by stations so that public reaction can be procured. The view is that facsimile transmission technically is feasible but that the need for the service has not been demonstrated by public reaction.

Chairman Sykes of the Broadcast Division, in an address before the NAB convention in Chicago last June, urged stations to experiment with facsimile during early morning hours on their regular frequencies with the objective of getting public reaction. A number of other stations are experimenting with facsimile transmission but not on their regular broadcast frequencies, and not under the new emperical requirements that recorders be placed within the service areas of the stations.

Durkee Food Discs

DURKEE FAMOUS FOODS Inc., Chicago (Durkee's Margarine), will start quarter-hour transcriptions on various stations Oct. 1 with the possibility that others may be added later. New show is titled *Komedy Kingdom* features many famous personalities including Elvia Allman, Gus Van, Loretta Lee and others. Show is broadcast from one to three times weekly depending on the market. Premiums will be offered to users of Durkee's Margarine who collect 24 coupons, one coupon being enclosed in every pound carton of the margarine. Stations already set are KMOX, KOA, WFAM and WGBF. Radio Transcription Co. of America Ltd., Chicago, cut the transcriptions. C. Wendel Muench & Co., Chicago, is the agency.

Oshkosh Overalls

OSHKOSH OVERALL Co., Oshkosh, Wis., will start *Lem & Martha*, quarter-hour six-weekly discs on WHO, Des Moines, Oct. 4. About 10 stations will be added soon. Ruthrauff & Ryan Inc., Chicago, is agency.

CONTROL BY GOBO

Two-Faced Screens Devised to Regulate Echoes

"GOBOES" is the technical name for the portable acoustical screens shown above surrounding John Holbrook. Developed at WOR, Newark, by engineers C. C. Babcock and Ray Lyon, the gobo is covered on one side by a rock wool blanket an inch thick, which has a great absorptive effect, and on the other by a smooth wooden surface which is extremely live.

Their use is to enable the production of a variety of effects in a single studio. When an actor is surrounded by the screens deadside inwards his voice is muffled; when the screens are reversed their lively reflections admirably simulate the effect of outdoors, one of the hardest effects to create in studio broadcasts.

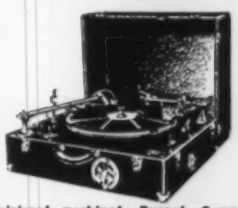
Beaumont's Schedule

BEAUMONT LABORATORIES, St. Louis, has started quarter-hour discs on five WLW Line stations (WGN, WMAQ, KFI, KRLD, WNAC), with others to be added. Transamerican cut the series. WBS has recorded minute discs placed on 21 stations, with others to be scheduled, placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Stations are KFAB KFI KMBC KSFO KSTP KWK WAPI WHB WHO WJR WLAC WOOD-WASH WOW WSB WTIC WWL WFAA KRLD WFBL KTRH WBZ-WBZA.

LAWRENCE J. CONNERY, of Lynn, Mass., brother of the late Chairman Connery of the House Labor Committee, on Sept. 28 was elected to succeed his brother in Congress on the Democratic ticket. The late Mr. Connery was author of the resolution for an investigation of radio.

UNIVERSAL PORTABLE RECORDING MACHINE



Precisioned machined. Rugged. Compact. Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 volts AC. Leatherette carrying case. Five models of recorders.

Recording Division
Universal Microphone Co. Ltd.
424 Warren Lane, Inglewood, California

Agreement Scope

(*Continued from page 69*)

designed to apply only to network affiliates and to the five Canadian stations on the major networks, a proviso in it will be that AFM agrees it will not make an agreement with independent stations in this country and in Canada containing conditions more advantageous than those given the affiliates.

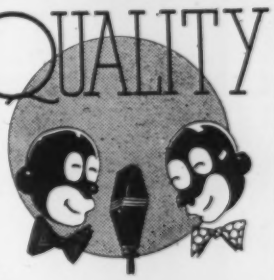
General clauses in the agreement cover such matters as change of station ownership, termination of a station's Federal license or discontinuance of operation caused by fire or Act of God and definite agreement by AFM to guarantee full performance of the contract by its locals with the stoppage of work as long as there is no violation of any of the provisions.

Apropos Canadian stations, the agreement would specify that union musicians will not perform for stations interchanging programs with any Canadian outlets unless the Canadian stations have entered into agreement with AFM locals covering employment of union musicians.

Insurance Company Plans

STERLING CASUALTY INSURANCE Co., Chicago, through Presba, Fellers & Presba, Chicago, will start quarter-hour shows on 20 stations Oct. 4. Some 35 or 40 stations will be on the schedule by Nov. 1.

QUALITY



QUALITY rather than Quantity has always been our aim. Quality is what distinguishes SCIENTIFIC CRYSTALS from all others. Accuracy guaranteed BETTER than .01%

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

NOW ONLY $40.00 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature.

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet

Dept. B-1017

12H SPEECH INPUT ASSEMBLY

Accepted as the most dependable and finest speech input console, the 12H is being adopted as standard equipment in more and more broadcast stations. 12N and 12Q Consoles (similar to 12H,, but modified in circuit and switching arrangement) meet special requirements in large studios.

COLLINS RADIO COMPANY
CEDAR RAPIDS IOWA
NEW YORK, N. Y: 11 WEST 42 STREET

Merchandising & Promotion

Taxi Tuning—Kitchen on Tour—Hot Spots—Yardstick—Neighborly—Trips to Gotham—Game

THE John B. Hughes nightly news broadcasts for General Motors Acceptance Corp. on Mutual-Don Lee from KFRC, San Francisco, are being heard in five theaters in Imperial Valley (Calif.) cities as a regular feature preceding the running of the evening motion pictures. The theatres advertise the radio news programs with large signs in front of the lobbies. The complete broadcast, including the sponsor's message is presented in the theatres. Signs on display in front of the houses read: "Come early—hear the news broadcast and stay for the show."

* * *

WHN, New York, has made arrangements with one of its sponsors, National Transportation Co., operator of Parmelee taxis, to change the faces on the radio dials in 2,300 taxis in New York so that the complete dial is covered with the words "WHN DIAL 1010." Words are printed on a large arrow pointing to 1010. In plugging its program, the taxi company also uses cards reading "At home dial 1010 — in your Parmelee taxicab, the arrow."

* * *

HYDE PARK BREWING Co., St. Louis, is promoting its sponsorship of sporting events over KWK by numerous billboards scattered throughout the city. Johnny O'Hara handles the seven ten-minute sportcasts weekly. The brewing company, represented by Ruthrauff & Ryan Inc., reports marked success through its air campaign which also includes all sporting events, wrestling, boxing, etc., over KWK, as well as several program features.

* * *

STANARD-TILTON MILLING Co., Dallas (American Beauty flour), is offering cash prizes ranging down from $1,000 for the best 100-word letters on their product. Contest, which started Sept. 14 and will run to Nov. 15, is conducted through spot announcements on KSD and KWK, St. Louis, and WFAA, Dallas. The contest is directed by Certified Contest Service.

* * *

KMOX, St. Louis, has sent Jane Porter and her *KMOX Magic Kitchen* on a midwestern tour, the kitchen having been packed into a trailer. She visits a store every morning, records interviews with customers, and puts them on her 12:30 p. m. program. Cards announce her visit to stores and are distributed in advance. Free recipe books are distributed at stores.

* * *

NEARLY 50,000 CFRB listeners have requested the new CFRB Yearbook and Radio Log, issued in commemoration of the Tenth Anniversary of the Toronto station. Each listener was required to send 10c to cover cost of handling and mailing the 64 page book.

* * *

CKLW, Detroit-Windsor, publicized success of Varady of Vienna cosmetics in using the station by issuing a folder titled *This May Mean $40,000 to You.* It tells the story of how the firm, starting from scratch, has sold $40,000 worth of cosmetics in nine months.

TO ANNOUNCE its affiliation with CBS, WGAR, Cleveland, used every known type of promotion medium in an eight-day campaign. Five hundred taxis carried tire covers; street car cards were used; shields were placed on downtown light poles; direct mail folders were sent to agencies and clients; a blimp flew over Cleveland for two hours each day; stickers were placed on outgoing mail; newspaper advertisements were run; station facilities were used extensively, winding up with a special program including Bob Feller, Eleanor Holm Jarrett and other well-known talent.

* * *

JOHN BLAIR & Co., Chicago, is sending out a single page promotional piece, called *Radio Hot Spots,* which presents an outstanding program on one of the stations represented by the Blair firm. Pictures of the program as presented from the station, a brief synopsis of what the program has done in the past, and rates are included in the summary. The pieces are under the direction of Dick McBroom, head of the Blair promotional department.

* * *

A LIST of advertisers using WOR, Newark, during the first six months of 1937, classified by type of business and showing sponsor, product and program, has been issued in booklet form by the station.

* * *

WIBW, Topeka, mailed a promotion folder to which was attached a five-foot cloth rule to emphasize the "yardstick of results" argument.

STAR RADIO PROGRAMS Inc., has just released the *Good Morning Neighbor* sales brochure to every station in the U. S. and Canada as promotion work on the new women's program. The brochure contains new merchandising plans, with samples of form letters for station use, press releases and membership certificates for the "Good Morning Neighbor Club." Stations KDB, CJOC, WORL, WMPS, KOVC, KTAT, WSPD and CFAC are the latest to sign for the popular women's feature. KBTM has just obtained exclusive right for *County Fair* in its area and KGKO has started broadcasting Star's *The Adventures of Dexter Randolph.*

* * *

COCA COLA Bottling Companies of Texas are repeating the *College Night* broadcasts so successful during the football season last year. A football winner contest is a feature of the two-month campaign, 1936 entries last year running as high as 50,000 a week. The program is broadcast Thursdays and Fridays, 6:30 p. m., from every major campus in Texas, using Texas Quality Network (WFAA, WOAI, KPRC). Crook Adv. Agency, Dallas, has the account.

* * *

42nd St. Sales Co., Chicago (cosmetics) on its WJJD, Chicago, programs, is offering an all-expense trip to New York for the two best letters on "Why I Like 42nd St. Products." A label from any of the firm's four products must accompany each entry. McGiveran-Child Adv. Agency, Chicago, handles the account.

* * *

WRBL, Columbus, Ga., has inaugurated the *WRBL Fan Mail Club,* to promote correspondence from distant points. Every day the person writing from the farthest point is acclaimed a full-fledged club member and is honored with a special musical tribute.

Gemütlichkeit · Gesundheit und Glück
This is to certify that the undersigned
John Doe
Is a member in good standing of
Heinie's 3-G Club
Over WTMJ · The Milwaukee Journal Station
Heinie
60
HARMONY—HEALTH AND HAPPINESS

CARD AND COIN — Members of Heine's 3-G Club, of WTMJ, Milwaukee, are given cards like this, as well as shiny pocket coins. Heine and His Grenadiers has been a WTMJ feature for 5½ years. The three "G's" are Gemutlichkeit, Gesundheit and Gluck (harmony, health, happiness). The program is an evening participator. No dues or assessments are involved. Young Milwaukeeans are showing a lot of interest in the club and the membership is growing rapidly.

EVERY DAY — From the recent Carthage Fair, WKRC, Cincinnati, picked up the frolic of the farmers. In front of its booth near the talent boards are Dick Bray (left), special events announcer, and Maynard Craig, staff announcer of WKRC.

KRNT, Des Moines, has issued a pamphlet titled "KRNT Sports Roundup" which contains a diagram of a baseball diamond, and the instructions for a new parlor game. The game is played with red paper chips furnished by KRNT and a pack of cards. The idea is to draw a card from the deck placed downward, and read the play on the page for the card drawn. The radio feature of the game consists of merely using the red chips, putting them on bases representing players, and moving them as the announcer gives the plays.

* * *

HERB SHERMAN, sales manager of WJJD, Chicago, has compiled a promotional booklet presenting three of the station's most popular features, *Warren Brown Talks Football, The Courthouse Reporter* and *The Complete Story Hour.* In addition, attention is called to the recent affiliation of the station with the WLW Line.

* * *

AN ATTRACTIVE volume describing "California's billion dollar market" served by KFBK, KWG, KMJ and KERN, along with the McClatchy Newspapers, *Sacramento Bee, Fresno Bee* and *Modesto Bee* has been distributed to the trade. It is thumb indexed and plastic bound with varnished cover.

* * *

NBC has distributed a brochure reviewing its spring and summer radio drama productions. The cover is done in antique type and features the Shakespearian series, the Eugene O'Neill cycle and the two dramas written for NBC by Maxwell Anderson.

* * *

KGIR, Butte, Mont., is giving souvenirs of all sorts to children at its theatre parties, with sling shots, howling balloons, dictionaries, memo pads and other trinkets as trophies. Each week children from orphan homes are guests.

* * *

CONCURRENTLY with the appearance of the Sept. 20 issue of *Life,* containing the RCA-NBC advertisement entitled "Listen", NBC distributed to advertising and business executives a recorded dramatization of the sales message.

* * *

FLOWERS are delivered daily in Lamar, Col., in connection with the *Flowers for the Living* program of KIDW, to those having anniversaries or otherwise deserving.

XUM

INEXHAUSTIBLE

The vast, rich WLW territory offers almost unlimited sales opportunities.

Additional, individual WLW shows for network advertisers yield a richer harvest of sales . . . and strengthen entire campaigns.

WLW—THE NATION'S STATION

XUM